



***Contacts***

APRIL

1950





Got Your Tickets Yet?

*Better Hurry, Folks!*

*You Don't Want to Miss  
the*

# EATON SPRING DANCE

*Wednesday, April 12, at the Civic Auditorium  
at 8:30 p.m.*

—●—

## NOTE THESE THRILLING QUIZ PRIZES!

Man's Spring Wardrobe

Woman's Spring Wardrobe

Vacuum Cleaner

Man's Gladstone Bag

Woman's Twin Cases

Mantel Radio

Man's Watch

Woman's Watch

8-Piece Set of Dishes

Pair of Blankets

Torchiere Lamp

4 Seat Prizes at \$5.00

2 Spot Dances at \$10.00

—●—

CHARLIE CRUIKSHANK'S 18-PIECE BAND

—●—

**Tickets, 75c each**

Available in Your Department Office Only

**No Tickets Sold at Auditorium**

# CONTACTS

APRIL, 1950

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## OVER THE TOP!

*"... For modes of faith let graceless zealots fight;  
He can't be wrong whose life is in the right.  
In faith and hope the world will disagree,  
But all mankind's concern is charity."*

These eloquent lines from Pope's "Essay on Man" find an echoing sentiment in the results achieved by the recent "One Appeal" of our Employees' Charitable Fund—truly—*"all mankind's concern is charity."* Contacts is proud to publish the following report from our Charitable Fund committee:

### Fellow Eatonians:

When the original plans were being developed for the conducting of the Employees' Charitable Fund "One Appeal" campaign, it was felt that we might expect 75 per cent of the employees to join the Fund. *Latest figures to date show that 96 per cent of the staff are contributors, with still more members to come in who are now absent on sick leave or for other reasons.*

The outstanding success of the campaign is due to your generosity and the acceptance of responsibility for those in need, that has always been characteristic of the true Eatonian.

**Because of your very ready co-operation in the development of this new method of conducting our Employees' Charitable Fund, it will not be necessary for a separate appeal to be made to the staff, other than those of the rank of assistant and upwards, for the Community Chest in 1950.**

The co-ordinated effort made by department canvassers in ensuring that everyone had an opportunity to contribute to the Fund, reflects itself in the results achieved. To them, and to the various department supervisors for their assistance, your Employees' Charitable Fund committee extends sincere thanks!

To each one of you, for your very splendid co-operation and speedy action on returning your completed pledge cards, our very grateful thanks!

The Eaton Employees' Charitable Fund Committee,

*James M. Clure*  
President



Left to right—A. Bruce, Miss E. Whelham and C. Lane.

## What's Your Suggestion?

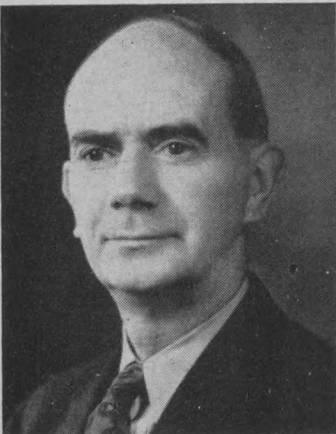
**Three Eatonians Win Prize Money  
For Their Ideas**

Opportunity is right at your doorstep—the opportunity to win a substantial reward if you have an idea of merit. Send your suggestions along to the Eaton Suggestion Committee. If you win now it will not only mean money in your pocket but a chance to win some of the year-end \$1,400 prize money for the best suggestions.

**Mr. A. Bruce (Electric Stoves) is \$100 richer because he took time to send in his suggestion, while Miss E. Whelham (M.O. Copying) received \$15 for her idea, and Mr. C. Lane (Cash Register Repair), \$10.**

*Congratulations to you three winners on your fine showing!*

## Elected Air Cadet Finance Chairman



Mr. H. A. Steele

Harold A. Steele was elected finance chairman for Manitoba on the national board of directors of the Air Cadet League in Canada at the meeting held Tuesday, February 14, in the Seignior Club at Montabello, Que.

Also re-elected was G. M. Eaton, M.B.E., Manitoba executive member and a past chairman of the provincial league.

## Contacts' Easter Cover

April Contacts' front cover shows Freda Svenson, of our Main Floor Chocolate Counter, in a charming pose. The Easter egg Freda is displaying is of such giant size we did think of entitling this cover "The Egg and I," after the humorous best seller.

Moulded from delicious dark chocolate, the egg measures three feet nine inches in circumference and weighs nearly seven pounds. The red and yellow roses are "life" size.

Quite an armful for the "Easter bunny" to tote home—but what a thrill for some lucky boy or girl! If said bunny hasn't purchased it yet, you can see this eggstra large Easter egg in the Candy Department, Main Floor.

Sure is a whopper!

## "I'M A 'NICE' CUSTOMER"!

An answer to the question, "What can we do to improve service?" is implied in this excerpt from Burdine's, Miami, house organ:

"I'm a 'nice' customer. You all know me. I'm the one who never complains no matter what kind of service I get. I don't throw my weight around. I don't believe rudeness in return is the answer. It's seldom I take anything back to a store. Life is too short for indulging in these unpleasant little scrimmages for the sake of a dollar. I never kick, I never criticize. I wouldn't dream of making a scene, as I've seen people doing in public places. I think that's awful. I'm a 'nice' customer. And I'll tell you what else I am. I'M THE CUSTOMER WHO NEVER COMES BACK. I laugh when I see you spending money on advertising to get me back, when you could have had me in the first place for a few kind words and a smile."

—"Retail Apparel Trends"



"I never kick. . . ."



"THE OLD ONE-TWO"

## Mr. Moray Sinclair Addresses Assistants

*"When someone stops advertising,  
Someone stops buying.  
When someone stops buying,  
Someone stops selling.  
When someone stops selling,  
Someone stops making.  
When someone stops making,  
Someone stops earning.  
When someone stops earning,  
Someone stops buying."*

"The greatest influence today in bringing people together is trade—politicians have tried unsuccessfully to produce unity between nations and it is now up to trade and commerce. Business requires method, order and unity of purpose and business can be the salvation of the world today because of the order it requires to operate." The speaker was Mr. Moray Sinclair, supervisor of the City Advertising Department, who addressed the Assistants' Association at their dinner meeting of Friday, March 3.

Stressing the need for complete teamwork between those engaged in advertising and those on the selling front, Mr. Sinclair said that his subject, "The Old One-Two," was a phrase he had borrowed from the vernacular of the ringside.

President Bill McKerchar, of the Assistants' body, introduced Mr. Sinclair. He also welcomed another guest of honour, Corporal A. G. Boncey, of the R.C.M.P.

### New Members Welcomed

The following new members of the Association were announced: G. Wallace (246), C. Regan (281), G. T. Boyd, G. M. Bell and J. M. Brown (101), W. Freeman (174), F. J. Ottley (184), J. H. Miller (Contracts), H. M. Bannock (Head Cashiers), and R. Smith (140).

Mr. Sinclair's thought-provoking address was spiced with humorous references that delighted his listeners. To illustrate a point he also drew from a fund of reminiscences as an officer in the R.N.W.-M.P., having served in this famous force after graduating from the Royal Military College at Kingston, Ont.

### Importance of Teamwork

Urging closer co-operation between advertising men and salesmen, Mr. Sinclair declared that "advertising is selling and selling is advertising, and the ultimate object of these two forces is the same." Each should get busy and discover the other's viewpoint and realize that advertising is simply massed selling.

Salespeople, suggested the speaker, should study advertising surveys and technique, while the ad. man should study the salesman's attitude and problems. "The ad. man," said he, "is a business man just the same as the salesman.

"Our customers are down-to-earth people, and

Lower Picture:  
Corp. A. G. Boncey,  
R.C.M.P.



Top Picture:  
Mr. Moray Sinclair



with more merchandise available today they can be discriminating and 'choosy'—you have to have good merchandise and, whether ad. man or salesman, you have to go out and sell it. Let's get to know and understand each other better, interchange ideas and work together for the common end. We are the apostles of Trade and Commerce—the liaison between those who produce and those who consume—we're all on the same bandwagon."

Following Mr. Sinclair's stirring address, the chairman introduced Corporal Boncey who showed two impressive films, one on R.C.M.P. training and laboratory work, the other: "The North-West Passage," showing the R.C.M.P. schooner, "St. Roch," during its 28-month voyage "over the top of the world."

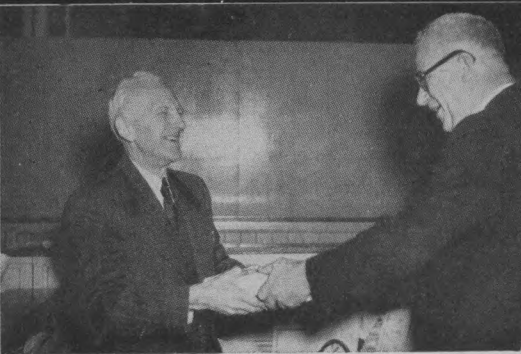
Thus ended one of the best meetings on the season's calendar.

## RECENT APPOINTMENTS

### Winnipeg

Department W279—Service Groceries;  
Department W79—Groceries;  
Department W379—Foodateria, Groceries;  
Department W1750—Butter and Egg Storage;  
Department W1751—Egg Candling;  
Department W1752—Coffee Blending;

(Continued on Page Four)



Mr. Ellis is greeted by Mr. Moray Sinclair, supervisor, who also presents a gift of treasured record albums on behalf of the staff.



"Read All About It!"

Right—Few men can boast of a "special edition" of a daily newspaper published in their honour.

City Ad. "Pulls a Fast One" When . . .

## MR. JOHN P. ELLIS CELEBRATES 45 YEARS WITH EATON'S

Happy the man who is in love with his work—and the more work the merrier! Such a man is John P. Ellis, head of department, City Advertising, who, on Monday, March 13, celebrated his 45th anniversary with the Company.

John Ellis's lifetime of service devoted to one department (and we mean devoted!) is an unique achievement in itself. But more than that, Mr. Ellis has been a tower of strength and dependability to his department—a man possessed of a reservoir of energy plus a great love of his work, who believes with Ruskin, that:

*"When men are rightly occupied their amusement grows out of their work, as the colour-petals out of a fruitful flower."*

On John Ellis's anniversary morn, the City Ad. pulled "a fast one" when they produced a "special edition" of the Winnipeg Tribune in his honour. Across the front-page masthead were eight-column headlines highlighting the "big event;" while the entire back page was devoted to a feature presentation of John Ellis—a slick two-colour job bearing his photograph. The tribute, expressed in advertising terminology, scorned the rulebook for once and went all-out for superlatives.

It's time to explain, however, that distribution of the "special edition" was restricted to departments only. Nevertheless, it broadcast the news of Mr. Ellis's big day, bringing him a flood of phone calls and a steady stream of visitors to wish him another "happy 45."

The first to congratulate Mr. Ellis was Mr. R. S. McCordick, general manager, who thanked him for his long and outstanding service. On behalf of the City Advertising staff, Mr. Moray Sinclair, supervisor, then made a presentation to Mr. Ellis of record albums, selections which the latter had always coveted but hadn't got around to buying.

Extending his personal congratulations to Mr. Ellis, Mr. Sinclair said: "This anniversary puts you pretty close to the top in point service, and all this

time you have spent here in the production of good advertising. We know your capacity for work each day and 45 years of it is an achievement seldom equalled."

### Hopes Next 45 Years Just as Interesting

"I thank you from the bottom of my heart," said Mr. Ellis in responding. Eaton's, he added, had been a wonderful firm with which to work. He had joined the Company in his early teens, and had enjoyed every minute of his 45 years' service. "I hope that the next 45 will be just as interesting and thank you all for your splendid co-operation."

A legion of admiring friends over the system will join with Winnipeg Eatonians in extending to John Ellis their warmest congratulations!

## RECENT APPOINTMENTS

(Continued from Page Three)

Fort William—Department 379—Foodateria;  
Portage la Prairie—Department 379—Foodateria:

MR. G. B. DOUGLASS, supervisor.

Department W280—Seeds;

Department W80—Seeds:

MR. P. ROSS, supervisor.

Department W233—Wash Goods, Prints and Linings, Silks, Woollens:

MR. W. P. MAITLAND, assistant.

Department W1037—Shoe Repair Shop:

MR. C. SPEARING, assistant.

(Continued on Page Thirteen)



## Old-Timers Swap Memories When **JOSEPH BLAIS** Has 35th Anniversary

Memories of Winnipeg Store away back in the leisurely horse and buggy days were swapped between Mr. Joe Blais (Basement Store) and Mr. W. G. B. Dailley, staff superintendent, during a breakfast party in Joe's honour held on Thursday morning, March 16, in the Grill Room, to mark his anniversary of 35 years' continuous service. Mr. Tom Carson, head of department presided.

He paid tribute to Joe Blais as a loyal Eatonian and a kind gentleman. Mr. Murray Tasker, group manager, also spoke of Joe as a most capable staff member, courteous, careful and industrious in his duties, a man who did everything he could to support his management. He also read a telegram from Mr. John Dunlop, supervisor, extending his congratulations and thanks to Mr. Blais for his many years of splendid service to the department.

The presence of Joe's good wife was noted with pleasure by the speakers. Mrs. Blais's guidance and companionship through sorrow and happiness, it was declared, had been a great help to her husband. A bouquet of red roses was then presented to Mrs. Blais by Miss Tuckwell. On behalf of the staff, Mr. Charlie Murray followed up with the gift of a travelling bag for Mr. Blais.

Mr. Dailley reminisced about the days back in '08 when he was wrapping parcels in the Men's Clothing and Joe was assistant to Mr. Charlie Card. Joe then left to go farming and was presented with a gold watch which he still carries with pride.

On leaving he recommended Mr. Dailley to succeed him. Shortly after he (Mr. Dailley) was appointed head of the Parcellers. Joe, declared Mr. Dailley, had gone through life doing kindnesses for others.



Thanking his associates and the speakers for their kind tributes, Joe rolled back the years to 1905. He told of attending a banquet tendered then to the Winnipeg staff by Mr. and Mrs. Timothy Eaton; of returning from his years of farming to join the harness department then under the management of the late Alex (Sandy) Stewart; of his efforts to sell a spanking buggy to a big, handsome man who seemed ready to buy it, after Joe, with true Gallic enthusiasm, painted a fine word picture of the "second-growth hickory and auto seat." But Sandy Stewart came along and said to the "customer," "How are you, Mr. Eaton!" The latter, who was the late Major Eaton, brother of the beloved Sir John, replied: "This man nearly had me sold." Seven years later, in 1922, Joe joined the basement store where he is today.

And so we leave Joe and Mrs. Blais. May you both enjoy to the full your long holiday this year at your summer home on West Hawk Lake.

\* \* \* \*

## **JOHN JOHNSTON**

The young Mr. Johnston, or "Johnny" as he is known to many of us, celebrated his 30th anniversary on Monday, March 13.

His associates in the M.O. Juvenile presented him with a gift of flatware. These lovely items, seen in the picture, complement the chest of flatware Johnny received on his quarter century. A keen curler, Mr. Johnston was runner-up for the McGee Memorial this year.



## **HERBERT G. HALLETT**

On Monday, March 13, Mr. H. G. Hallett, of M.O. Boys' Clothing, passed a memorable milestone on completion of 30 years' continuous service with The T. Eaton Co. Limited.

On his anniversary day, Mr. Hallett received many letters of congratulations and a telegram from Mr. H. W. Daly, head of department, who was absent from the city. Mr. W. G. B. Dailley and Mr. L. Best, supervisor, conveyed personal congratulations on the occasion.

Mr. A. S. Parker presented him with a Sunbeam electric shaver on behalf of his fellow workers, and commended him on his long record of faithful service.





Top—The guests of honour, Mr. and Mrs. Ross Screaton (at left and right) receive a great ovation. In centre is Mr. Reg Hinch, who presided over the happy gathering.

Centre—Dancing rounded out a delightful evening.

Lower—Here the busy Mr. Screaton has "time" on his hands in the shape of a lovely Westminster chimes clock—gift of his staff.

## Mr. Ross Screaton Feted by Candies Staff

The gay event depicted here was a combined effort by the Candy Department and Candy Factory in honour of Mr. Ross Screaton, supervisor, who celebrated his 30th anniversary on Thursday, February 23.

The party, held at the St. Vital Legion Hall, was a complete surprise to Mr. Screaton who was lured to the shindig by friendly conspirators. One highlight of the evening was the presentation to Mr. and Mrs. Screaton of a lovely Westminster chimes clock. The gift of his staff, it was presented by Mr. Reg Hinch in the absence of Mr. Jack Woodhouse.

Another feature was a magnificent birthday cake surmounted by 30 candles. The cake, which proved as mouthwatering as it looked, was another masterpiece by 1100 Department's specialists.

Dancing to a snappy little orchestra led by Stan Patterson (Candy Factory), followed by a buffet supper, rounded out another top-flight party

for the candy kings and queens—whose parties are always something special.



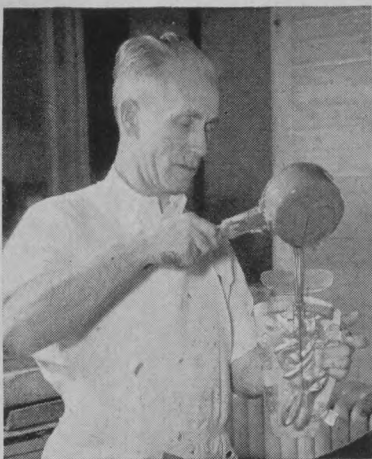
for the candy kings and queens—whose parties are always something special.

MYRTLE SCOTT (lower left) (M.O. Copying) and her happy anniversary smile. Miss Scott celebrated 30 years with Eaton's on February 16. Her desk bore many individual tokens from admiring friends.

ALFRED SCUDDER (lower right) (Foodateria), who was presented with a mantel clock in honour of his 30th anniversary, Wednesday, March 1, during a breakfast party held in the Grill Room. Mr. Gordon Douglass, supervisor, made the presentation.







Left—Joe Lasky pours fine milk chocolate into a rabbit mould. Centre—Presto! The rabbit comes out of the mould with a little help from Rita Marshall. Right—Nellie Crawchuk puts on the finishing touches by giving the rabbit a "good trimming."

## Easter "Bunnies" On Parade!

A Pre-Easter Peek Into the Eaton Candy Factory

"Look, Mommy, what the Easter bunny brought me! A chocolate rabbit!" How many of us know the delighted squeals of a child who has just discovered a hidden treasure on Easter morning?

Right now our candy counters are overflowing with these chocolate animal favourites and the Eaton Candy Factory is working constantly to keep up to the ever-increasing demand for the novelties.

Quite a science goes into the preparation of the bunnies, roosters, chickens, eggs and so forth, whether they be very small or like the giant-sized Easter egg on Contacts' front cover, which is decorated with "life"-sized candy roses.

Eleven-pound slabs of fine milk chocolate are the beginnings of the Easter treat. These are melted down in giant copper cauldrons. When the chocolate is just the right temperature—and the temperature is very important if these animals are to come easily out of the moulds when they are cooled—a skilled novelty-maker pours the chocolate into the moulds by means of a dipping cup. The moulds come from New York, are made of a special alloy, and the supply of them does not quite meet the demand.

After they are filled with chocolate, the moulds are placed in a specially cooled chamber where they are allowed to harden for 20 to 30 minutes. The bunnies, chicks, et al, are then taken out of their moulds and chocolate bases are made for them. These Easter treats are then sent to the hand trimmer who removes all the extra chocolate away from the seam (where the two halves of the mould fit together). Next comes packing in fancy paper "straw" and they are ready to make their appearance on the selling counters.

### THEY'RE OFF!

Touring fifteen countries as they search for the china and glassware Eaton's sells are (left to right) Mr. Victor Dancer of the Winnipeg Store, and Col. Louis Keene of Eaton's, Toronto, pictured as they boarded an American Overseas Airlines Strato-cruiser Flagship at New York, en route to Europe. (Photograph: Young.) —Courtesy of "Flash"

### SELF-CONFIDENCE

The employer listened patiently as the youth sought to explain his failure to convince an important client in a business transaction. Many reasons were given, with detailed explanations.

When the explanation was finished, the employer said: "Young man, there was one other reason."

"What was that, sir?"

"You didn't believe you could do it."

—Wall Street Journal

Seven





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



## Welcome to the EATON Quarter-Century Club



### MRS. MABEL KENDRY

"When Mabel Kendry (Women's Coats and Suits) chose a business career some children's home lost an efficient and loving matron" . . . was one tribute paid Mrs. Kendry on the occasion of her quarter-century anniversary which she celebrated on February 23.

In honour of the occasion, the management and staff of 244 Department held a dinner party for Mrs. Kendry at Moore's. Mr. Graham Scrivener, supervisor, presided and presented twin Duncan Phyffe tables to Mrs. Kendry as a parting memento from the staff.

On behalf of the Company and department, he also thanked Mrs. Kendry for her long and loyal service. Mr. Bob Oliver, newly appointed head of department, added his congratulations.

An enjoyable evening of organized games and contests followed under the capable direction of Mrs. C. Gruber and Mrs. N. McNicholl. Mrs. Rose Johnson gave several selections on the saxophone accompanied by Miss M. Dowler at the piano.

Born at Peterborough, Ont., Mabel Kendry spent a year with our Toronto store before coming to Eaton's, Winnipeg. Through the years Mrs. Kendry has endeared herself to staff and customers alike. Customers with babies or small children always received her immediate and undivided attention.

Next on her list was the shopper accompanied by a "grandma" or "maiden auntie." Whenever another member of the staff came within hearing distance, Mrs. Kendry proudly repeated the dear old lady's age or similar important bits of information. Shopping immediately became something of an adventure to the elderly customer. Also on Mrs. Kendry's list of "preferred" customers was the Eaton employee. Over the years many of our girls were firmly instructed in the right line and colour to bring out their best points. Truly, these girls will miss their counsellor.

\* \* \* \*

Mrs. Kendry retired on Saturday, February 25, when she spent a memorable day receiving her many friends who came to wish her a happy "leisure time." Ere she left for a well-earned rest, Mrs. Kendry told Contacts: "I have greatly enjoyed working with Eaton's all these years and treasure the many good friends I have made among my customers and fellow Eatonians."



## Welcome to the Quarter- Century Club



### T. HERBERT HANCOCK

On Wednesday morning, March 8, the Linen and Staples staff, M.O., gathered to greet their chief, Mr. T. H. Hancock, on the occasion of his 25th anniversary with the Company.

Congratulating Mr. Hancock on behalf of the staff, Mr. Bill Hogg, assistant, presented him with a silver serving tray.

In the evening, 60 members of the department held a dinner and dance at Moore's in honour of Mr. and Mrs. Hancock. Mr. W. Hopps, supervisor, presided and expressed his personal thanks to the guest of honour for his fine co-operation over the years that they had worked together. Mr. Hogg then read a batch of congratulatory telegrams received by the new quarter-century member from all parts of Canada.

Thanking Mr. Hopps and his staff, Mr. Hancock said that it had been a wonderful day of surprises right from the moment he entered the office to find his desk gaily decorated and on through the day when so many friends had dropped in to extend congratulations. His peak of happiness was now to be greeted by such a large gathering at the dinner. After a most interesting and humorous address on his early days with the Company in Manchester, England, Mr. Hancock thanked his associates for his gift and also for the flowers sent to Mrs. Hancock.

#### Interesting Career

The gentlemanly "Bert" Hancock (as he is known to his legion of friends) has had a life marked with more adventure, romance and travel than the average man.

Born in Spalding, Lincolnshire, he joined the Company's Buying Office at Manchester, Eng., where after five valuable years he was transferred to the Winnipeg store. Here he spent seven years with the dress goods and silks and gained further experience in Eaton system from a period in the Stock Audit. Mr. Hancock was then appointed head of department in the Staples and Bedding, M.O., where he has been for the past 11 years.

#### Secretary to Lawrence of Arabia

Joining the 16 battn. Manchester regiment, in World War One, Mr. Hancock served in the Egyptian and Dardenelles campaigns and was twice wounded at Gallipoli. Transferred to Egyptian and Soudanese Intelligence, he had the distinction of being military secretary to the famed Col. T. E. Lawrence (of Arabia), author of "Revolt in the Desert," who united practically all of the desert tribes.

\* \* \*

Today Mr. Hancock's chief hobby is gardening. The Hancock residence on the banks of the Red River is surrounded by a beautiful English landscape-style garden that is indeed a showplace. Here Mr. and Mrs. Hancock devote leisure hours cultivating their hundreds of lovely plants.

### WALTER FISHER EINARSON

When Fisher Einarson (as he is popularly known) joined the Eaton Quarter-Century Club on February 27, he became a member of the "nursery class," that mythical group of quarter-century-ites who are still on their first razor blade—or thereabouts.

Fisher started with Eaton's as a parceller when only 16 years of age. Later graduating to the Draperies Department, he spent nine years getting a solid background in interior decorating. He then joined the Contract Accounts Department for which the young, aggressive Mr. Einarson has been chasing business for the past thirteen years.

To celebrate his anniversary, associates of the Draperies and Contract Accounts held a dinner at the St. Regis Hotel where Mr. Einarson was presented with a gladstone bag and Mrs. Einarson with a lovely corsage. Presiding was Mr. Herb Pilling who read a telegram of congratulations from Mr. H. W. Cooper, supervisor, then in New York. Congratulations were also extended by Allan Curtis on behalf of Contract Accounts; C. M. Livingstone, Furniture, and Andy Wylie, Paints and Wallpapers.

The Einarsons have three young children, Barbara, Douglas and Grant. The outdoor type, Fisher curls, golfs, swims and is chairman of the sports committee for the Windsor Community Club. Quite a going concern is Fisher for a young man of 41!





## Welcome to the Quarter-Century Club

(Continued from Page Nine)

### FLORA McLELLAN

Centre of attraction in the Women's Garment Alterations Department on Thursday, March 9, was Miss Flora McLellan, for that day she celebrated her quarter-century anniversary with the Company.

As a tribute from her associates Flora received a handsome handbag and a pair of white suede

gloves presented by Miss Kay Waywood, head of department. She also received many individual gifts including a beautiful hand-crocheted doily.

Born in Toronto, Flora started her career as an Eatonian right there. Coming west, she joined the Winnipeg store with the Drapery Workroom and then transferred to the Alterations.

Miss McLellan's hobbies are reading, sculpturing and writing, both prose and poetry. She is also a convener of the Rehabilitation Committee for Mental Patients Welfare Association and a member of the Dale Carnegie Alumni.

### CHARLES J. WATKINS

"It's been pretty nice working for the same department for 25 years," said Charlie Watkins (Engineers) on the occasion of his quarter-century anniversary which he celebrated on March 9. "I've not only gained a wide variety of experience but made a lot of good friends."

This was evident from the warm congratulations extended to Charlie as well as the lovely easy chair presented to him by Mr. Alex Murray, supervisor, on behalf of the department. The engineering crowd topped off Charlie's "big day" when they trooped into his home the same evening and gave him a surprise party.

Mr. Watkins was born at Bermondsey, London, England. Mrs. Watkins was the former Mabel Smith of the Cafeteria, and they have three children, Bill, Sandra Arlene and Jimmie. Charlie is a familiar figure working around maintenance and refrigeration. Between woodworking and gardening, he's also a happy hobbyist.



## Best Wishes on Your Thirtieth!

Congratulations to the Following Eatonians Who Celebrated Thirtieth Anniversaries with the Company During March. Each Joined Eaton's in 1920.

MR. ALFRED SCUDDER (Foodateria)	March 1
MR. JOHN JOHNSTON (M.O. Children's Wear)	March 13
MR. HERBERT G. HALLET (M.O. Boys' Clothing)	March 13
MR. SYDNEY LENTLE (M.O. Packing)	March 13
MR. FRANK N. COWLEY (Sporting Goods)	March 15
MISS ELVA BELL (Sales and Stock Office)	March 15
MR. ANDREW S. GREER (General Stock)	March 22
MR. HARRY SHIMMEN (Service Groceries)	March 24
MRS. ADELINE J. BEAN (Alterations)	March 25
MR. CHARLES F. TURNER (M.O. Packing)	March 29
MR. HAMILTON J. HUNTER (Night Caretaking)	March 29
MR. GEORGE F. LOVELL (General Office)	March 29
MR. JAMES A. BARBOUR (M.O. Packing)	March 29
MR. OLIVER FREEMAN (M.O. Packing)	March 29
MR. JOHN W. McLENNON (Lunchroom Staff)	March 30





## Time Now To Plan Your Garden

By Mr. Peter Ross, Supervisor Eaton Seeds Department

In spring almost everyone gets the urge to be out in the garden, turning over the fresh, moist earth, sowing seeds and setting out plants which, if given a little care throughout the growing season, will provide food for the family and flowers to add to the beauty and appearance of the home.

### Plant Food Is Necessary

In addition to good seed, it is becoming more and more essential to apply barn yard manure or some commercial fertilizer to replace the plant food elements which, in most gardens, are becoming depleted, resulting in poor crops or in vegetables that are lacking in health-giving minerals and vitamins.

There are a great many brands of plant foods now on the market, all of which are highly beneficial when applied as directed by the manufacturer. The first application should be made when spading over the soil and further light applications can be made at two to three-week intervals throughout the growing season.

### Select Your Seeds Early

Too many amateur gardeners put off buying their seeds until they are ready to sow them, then rush to the nearest store to find that the assortment is incomplete or that their favourite variety is sold out. Whereas, with early planning and early buying, you can take time to select the variety you desire and in the quantity most suitable for your requirements.

Eaton's Selected Seeds are produced by growers who have had years of experience in the breeding and selecting of desirable strains of both vegetables and flowers, in varieties adaptable to our western climatic conditions. They have all been scientifically and thoroughly cleaned to remove impurities and are then tested for germination before being packaged.

Eaton's seeds are now packaged by the millions at Winnipeg and are sold in all Eaton stores in Western Canada, Winnipeg supplying all stores from Fort William to Victoria, B.C.

### Something New For Your 1950 Garden

**FIRE CHIEF PETUNIA**—An all-America gold medal winner. This is the reddest of all petunias. The flowers are borne in profusion and fairly blanket the bed with large red blooms measuring about 2½ inches across. This fine introduction should have a place in every garden this year.

\* \* \*

*"Go make thy garden fair as thou canst, thou never workest alone;  
Perchance be whose plot is next to thine will see it and mend his own."*

\* \* \*

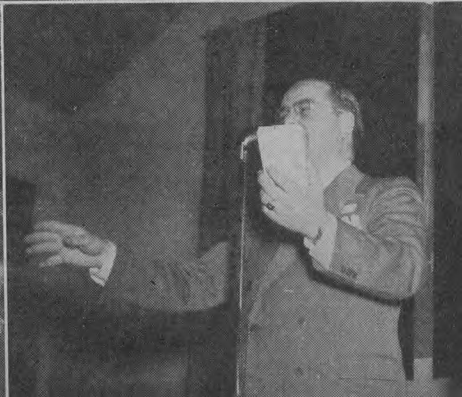
**This lovely border effect was achieved by using marigolds, petunias, stocks and snapdragons.**

(Residence of Mr. P. Ross.)





**G.O. Has Party to—  
WELCOME  
MR. WHITBREAD!**





# YOU CAN'T BEAT FUN!

## General Office Stages Dinner and Dance To Welcome Their New Chief, Mr. R. B. T. Whitbread

(See Pictures on Facing Page)

To the uninitiated the "G.O." is something of a mystery—like a great jig-saw puzzle with its pieces scattered every which way. We enter its portals a bit awed and bewildered by the bigness and the busyness of the place.

We pass by long rows of desks and visualize each occupant working on his or her part of the puzzle. We hear the steady clicking of bookkeeping machines, comptometers and typewriters mingled with the soft rustle of ledger leaves and the hushed monotone of business conversation. There is something rhythmic and purposeful about this mingling of sounds—here is the Voice of Commerce!

Over by the wall behind that glass partition sits the boss. A man of many responsibilities, he can put his finger on each piece of the puzzle and complete the picture with the speed of an expert. And yet, like most men of executive stature, he is always approachable, kindly and understanding.

The G.O. people realize that all work and no play make Jack and Jill office-weary, so every once in a while they "let down their collective hair" and have a party.

### Welcome, Mr. Whitbread!

Pictured on the facing page are glimpses of a dinner and dance the G.O. held on February 15 in the Valour Road Legion hall. Guests of honour were the General Office's new supervisor, Mr. R. B. T. Whitbread, and his charming wife who was presented with a corsage by Miss Ivy Vale.

Presiding over the evening with his usual grace and thoughtfulness was Forbes Grassick. Valentine heart name cards pinned on each guest added a festive and seasonal touch.

Speaking on behalf of his associates, John Brown, assistant, welcomed Mr. and Mrs. Whitbread and pledged the G.O.'s loyalty and co-operation to their new chief. Assistants Gil Bell and George Boyd spoke of the splendid progress made by Mr. Whitbread through the Expense and Wages Offices to his present appointment, a career that has always been marked by a sympathetic attitude towards the staff. With these and other administrative qualities, the speakers predicted that Mr. Whitbread would "lead the G.O. on to greater things."

Deeply appreciative of the tributes paid him, Mr. Whitbread thanked his lieutenants and the staff for their kind expressions, as well as for their wonderful welcome to Mrs. Whitbread and himself.

The lovely lilting soprano of Gwen Jones added a delightful highlight during dinner—while maestro Jimmy Quinn had the gang warbling like a

squadron of spring robins. Bert Kilgour was at the piano for the community singing, and Don Gynn accompanied Miss Jones's vocal numbers. Dancing to Alex Gilchrist's recorded music polished off a top-flight evening.

A vote of thanks is extended to the following who helped make the party the grand success it was: Messrs. F. Grassick, W. Dickie, J. Quinn, Bert Kilgour, F. Butland, T. Thompson, D. Gynn, A. Size-land, A. Gilchrist, I. Vale, M. Blanchard, G. Jones and T. Rand. Thanks a lot, folks!

\* \* \*

### Description of Pictures on Facing Page

Top Row—Left: Head table, left to right, George Boyd (missed by camera), John Brown, Mr. R. B. T. Whitbread, Miss Ivy Vale, Forbes Grassick, chairman; Mrs. Whitbread, Gil Bell, Mrs. Brown. Right: "Cruising Down the River" as interpreted by Messrs. Bell, Quinn and Boyd (with the Great Quinn doing most of the harmony).

Second Row—A sample of G.O. glamour, Anne Campbell. Also "Mr. Chairman" Forbes Grassick.

Third Row—Left: George Boyd, assistant, adds a tribute to the new chief. Centre: "Thank you all for such a wonderful welcome!" says Mr. Whitbread with a sunny smile. Right: Gwen Jones's lovely lilting soprano was a feature of the evening.

Fourth and Fifth Rows show scenes of the happy gathering. At lower right dynamic Jimmy Quinn leads the singing.

### Visitor Commends An Eaton Tradition

The following letter addressed the management, commends one of the foundation principles of Timothy Eaton.

"On my way to church on Sunday mornings I have noticed that The T. Eaton Co. display windows are covered. May I say that I deeply appreciate this custom—the Sabbath has always meant more than a 'Roman holiday' to me.

"I'm only a sojourner in the city, but the name EATON has stood for integrity—may it always retain its high moral status."  
—"Wayfarer."

### RECENT APPOINTMENTS

(Continued from Page Four)

#### Calgary

Department C221—Optical:

MR. L. ASH, head of department.

#### Port Arthur

Department Pt.A.237—Men's, Women's, Children's Shoes and Rubbers:

MR. E. STEWART, head of department (effective March 20).



Top Row—Left: Western Stores Foodateria men "blowing themselves" in balloon contest. Right: Mr. Wakefield is presented with a leather golf bag by Mr. P. Ross.



Centre—Our general manager, Mr. R. S. McCordick, thanks Mr. Wakefield for his many years of outstanding service. Oval—Mr. Gordon Douglass and Mrs. Wakefield.



Lower Row—Left: Odd man out! Pat Carr's hat trick proved a howl for the western men. Right: They may "know their groceries" but, as songsters, "Nicholson's nocturnal novices" are not yet ready for engagements. That's Maestro Nicholson with back to camera.



## Well Done, Mr. Wakefield!

Mr. William J. Wakefield, supervisor of Service Groceries and Foodaterias for the western division, retired on Wednesday, February 15, after an outstanding career of 36 years with the Company.

Mr. Wakefield's retirement was marked by two presentations of parting gifts from his fellow Eatonians. In the morning, supervisors and management gathered in the ninth floor Board Room to do him honour. Mr. W. G. B. Dailley, staff superintendent, presided, and Mr. R. M. Pinfold, assistant general manager, read telegrams of felicitations from many Company points. The messages thanked Mr. Wakefield for his kind co-operation and extended best wishes to Mrs. Wakefield and himself for health and happiness in the years to come.

Mr. R. S. McCordick, general manager, thanked Mr. Wakefield for his diligence and

## "LETTERS OF CREDIT"

### Youthful Courtesy



Will Miss Loretta Carriere, No. 829, please take a bow for this glowing compliment paid her by a Kingston Row customer? Only 17 years of age, Loretta is a student and works with Eaton's on Saturdays. Such splendid service is exceptionally praiseworthy in one so young.

The letter reads:

"While shopping in your Lingerie Department (Basement Store) on Saturday, March 11, I had an experience which pleased me very much.

"I approached a salesgirl with the request for some wearable of a certain size and price. I do not know the girl's name but the number on the slip is 829. She not only helped me in my search for what I required, but when it was not available at the price I had in mind, suggested alternatives and showed them to me. She was pleasant and co-operative all during the transaction and I went home in a happier frame of mind than I usually return from a shopping expedition.

"Perhaps you could tell her also, how much I appreciate her attitude and assistance.

"Mrs. P. M. Chiswell."

Another letter addressed "To the Contacts' Editor," reads:

"I wish to express my thanks to No. 22 in the optical department for his kindness and patience on my recent visit there."

Mr. Philip Yaffe, optometrist's interne and a new Eatonian, is the subject of this letter. Congratulations, Mr. Yaffe!

\* \* \*

### Only a Pair of Socks . . .

But it's just such little incidents as this that bring more American visitors and badly needed American dollars to Canada.

The managing editor of "Implement and Tractor," Kansas City, Missouri, writes:

"Please accept my thanks for the pair of socks which arrived in today's mail in return for those I returned recently because they had shrunk in washing.

"Certainly your generosity in replacing them was beyond anything you were under obligation to do and more than I expected. You may be sure that I shall take advantage of every opportunity to recommend your store to Americans coming your way.

"And, better yet, the socks were admitted free by U.S. Customs because they were an exchange. Again, thank you very much."

(Continued on Page Forty)

## GROCERY DEPARTMENTS HONOUR MR. WAKEFIELD

(Continued from Page Fourteen)

sincere efforts over the years on behalf of the Company. Mr. Wakefield had played an important part in the organization and supervision of Foodaterias and Service Grocery Departments throughout the western division, said Mr. McCordick, and his knowledge of the grocery business had been invaluable. He had also made a host of friends. On behalf of management and supervisors, Mr. McCordick then presented Mr. Wakefield with a set of Pakaway luggage in handsome, hard-wearing rawhide.

Deeply affected by these kind tributes, Mr. Wakefield spoke of the many good friends he had made in the Company. It had been a lucky day when he had decided to link up with Eaton's and a great privilege to work with the Company all these years.

Members of all seven of Mr. William Wakefield's group of departments, plus 14 western stores' Foodateria managers, gathered at the Empire Grill in the St. Charles on Monday evening, February 13, to do honour to their chief on the eve of his retirement. Guests were Mr. and Mrs. W. Wakefield, and other retiring members of the grocery groups, and their wives, including: Mr. A. H. Irwin, Miss M. Grieve, Miss M. Mycock, Mr. R. Bowers, Mr. S. Morris, Mr. T. Crow, Mr. J. Fletcher and Miss M. Edward. Mr. Gordon Douglass was chairman.

Mr. C. C. Nicholson, of Saskatoon, spoke eloquently of both Mr. and Mrs. Wakefield, wishing them good health and happiness in their retirement, on behalf of the western store men.

Mr. P. Ross, supervisor, Seeds, presented Mr. Wakefield with a handsome leather golf bag on behalf of the joint staffs. Mr. L. Farmer, head of department, Service Groceries, read messages of good wishes from all parts of Canada and the U.S.A.

Mr. A. Carr, head of department, Foodateria,

directed a side-splitting stunt put on by the boys of the departments. Community singing was ably led by Jimmy Quinn of the Life Assurance office, accompanied by Bert Kilgour.

Tribute was paid all the retiring members present by Mr. G. Douglass, who noted that they had a combined service of 355 years.

Mr. Wakefield spoke feelingly in thanking his large staff in Winnipeg and the west for their loyal service and the handsome gift.



# "Here is a Dear and True Industrious Friend! ..."

\*

(Reading from top to bottom on this page)

**GEORGE GORDON** (Paint Shop), 26 years. Retired March 1. A gift from his associates will be presented at a dinner later in the season.

**DAVID BURNS** (left) (Service Meats), 25 years. Retired March 1. Presented with a hostess chair by Mr. M. Morrow, head of department (right).

**OLIVE COLLINS** (Cashiers), 37 years. Retired February 17. Presented with an occasional chair and a set of dishes from the department by Mr. J. H. Keys, head of department. The Men's Furnishings Department presented her with a nest of tables.

**WILLIAM HOLT** (circle) (Despatch), 31 years. Retired March 1. Received a cabinet of silver from fellow workers. Also presented with a pipe during a stag party at the home of Mr. J. McClure, assistant.

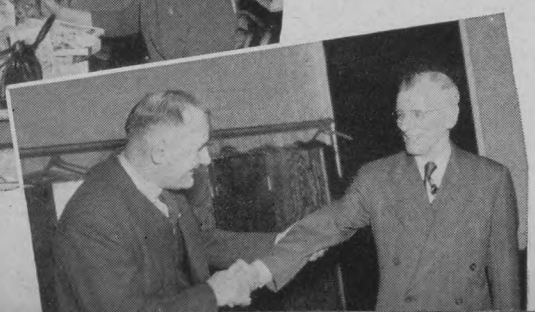
**JOHN W. COUPER** (right) (Furniture), 13 years. Retired March 1. Presented with power tools by Mr. J. W. Moss (left), head of department.

**VIOLET McILROY** (M.O. Copying), 28 years. Retired March 1. Loaded with parting gifts by her co-workers—an electric kettle, a toaster, a pressure cooker, a coffee table and individual tokens.

**IDA M. HOIPO** (Photographic Workroom), 22 years. Retired March 1. Presented with a handsome handbag by Mr. E. W. Morey, head of department.

**WILLIAM KING** (right) (Furniture), 43 years' service. Retired March 1. Presented with power tools for his hobby shop by Mr. Stan Robertson (left), supervisor.

Sixteen



*This line from Will Shakespeare comes to mind as we salute the old friends in these pages who have "shipped their oars" and are retiring to enjoy the rest and leisure they have so richly earned. The accompanying photographs show them being honoured with parting gifts by their fellow Eatonians.*

\*

*(Reading from top to bottom on this page)*

**THOMAS A. COPPIN** (M.O. Men's Clothing), 26 years. Retired March 1. Presented with a gladstone bag by Mr. W. J. Johnston during a dinner in his honour at the Homestead.

**MARY EDWARD** (Grocery Packing), 34 years. Retired March 1. Presented with a wallet and a string of pearls at a dinner held in her honour at the Homestead.

**ARCHIE S. HARVEY** (M.O. Packing), 39 years. Retired March 1. Presented with an easy chair. Also guest of honour at a luncheon.

**WILLIAM McMILLAN** (centre) (in charge of Fruit Packing), 33 years. Retired March 1. Presented with easy chair and matching footstool by Mr. A. Alexander, supervisor (right), during a dinner party at Moore's. Mrs. McMillan is pictured (left) seated in the chair.

**JAMES A. HUTCHINSON** (M.O. Clothing), 26 years. Retired March 1. Presented with a topcoat by Mr. J. McCay, assistant, during a dinner at the Homestead.

**HAROLD S. MORRIS** (Foodateria), 38 years. Retired March 1. Presented with a wallet by Mr. G. Douglass, supervisor, during a breakfast party in the Grill Room.

**JAMES TAYLOR** (M.O. Packing), 9 years. Retired March 1. Presented with a wallet by his associates.

**THOMAS CROW** (Grocery Packing), 34 years. Retired March 1. Presented with a wallet and a pipe during a dinner party in his honour at the Homestead.



# "Here is a Dear and True Industrious Friend! ..."

(Continued)

\*

(Reading from top to bottom on this page)

**ALICE DAWSON** (Fancy Goods), 27 years. Retired March 1. Presented with a Pak-away trunk for her trip to the coast. She was also guest of honour at a surprise party held at the home of Mr. W. Boston, assistant.

**ROBERT EAGER** (M.O. Men's Clothing), 34 years. Retired March 1. Presented with a gladstone bag by Mr. T. W. Bennett during a dinner party in his honour at the Homestead.

**HILDA V. JOHNSON** (Drapery Workroom), 22 years. Retired March 1. Presented with a pearl necklace and handbag during a dinner party in her honour at the Homestead.

**ALEXANDER McLACHLAN** (Cooks' Staff), 27 years. Retired March 1. Presented with a leather windbreaker and wallet by Mr. J. Laing, supervisor.

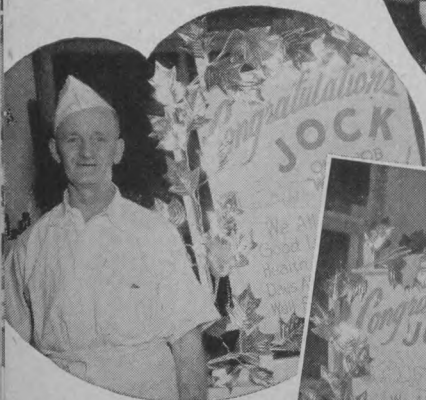
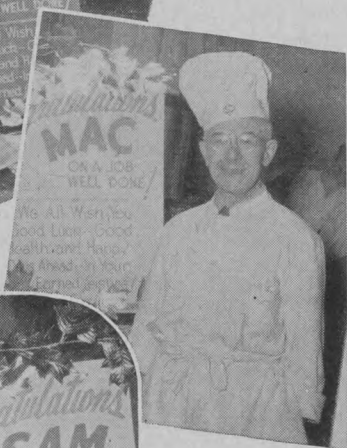
**SAMUEL BURNS** (Receiving Room), 14 years. Retired March 1. Presented with a gladstone bag by Mr. Dan Galbraith, head of department.

**LAURA SCOTT** (chief operator, Telephones), 38 years. Retired March 1. Presented with a lamp table by Mr. R. M. Pinfold, assistant general manager, during a party held in her honour at the St. Charles Hotel. A lamp was also presented by Mr. Harry McIntyre, assistant.

**JOCK McSLOY** (Bakeshop), 22 years. Retired March 1. Presented with a wallet by Mr. John Laing, supervisor.

**JULIENE GRAMME** (Cook's Staff), 27 years. Retired March 1. Presented with a wallet by Mr. John Laing, supervisor.

Eighteen





*May the best of luck always wait on each of you old friends we honour in this issue upon the occasion of your retirement! Your average service is over three decades, while together your years with the Company total nearly one thousand!*

✱

*(Reading from top to bottom on this page)*

**GEORGE CONNOR** (Receiving Room), 47 years. Retired March 1. Presented with a lawn mower by Mr. Dan Galbraith, head of department.

**JEAN MCGIMPSEY** (Cashiers), 37 years. Retired March 1. Miss McGimpsey was the senior cashier in point of service. She was presented with a handbag and a pearl necklace by Mr. Howard Keys, head of department.

**THOMAS CLARKE** (Engineers), 26 years. Retired March 1. Presented with a gladstone bag by Mr. Alex Murray, supervisor.

**HAROLD L. KEEPING** (right) (despatcher, Elevators), 36 years. Retired March 1. Presented with a radio lamp by Mr. Alex Murray, supervisor (left) for men associates. Girls of the department also presented him with a token of remembrance.

**OSCAR THOMAS** (Printing Plant), 30 years. Retired February 16. Presented with a wardrobe at the presentation dinner held by the department at the Empire Chateau, February 24.

**THOMAS GREENWOOD** (M.O. China) (right), 39 years. Retired March 14. Presented with a wallet by Mr. Frank Wonnacott, assistant (left).

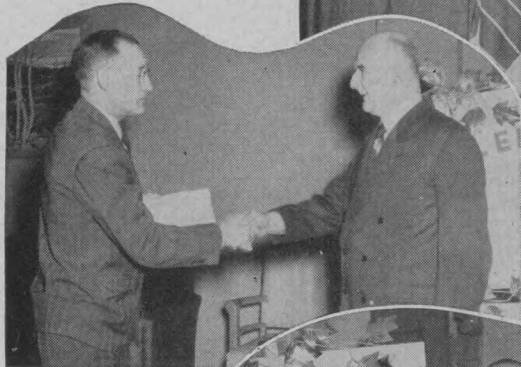
Early in life Will Rogers found that the only way to true happiness and contentment was to take up each day's tasks with confidence and cheerfulness and lay them down at night with no lingering worry.

One day a friend dolefully inquired: "Will, if you had but 48 hours to live, how would you spend them?"

The cowboy philosopher laughed and replied: "One at a time."

—*"The Christian Science Monitor"*

Nineteen





Top Row—Left to right are: Mr. G. Pryce, supervisor; George Firth, assistant; Marj McRae, Billy, Madge Vance and Orson (Jerry) Cain, head of department. Right: Arnold Peabody in vocal selections.  
Lower Row—Left: Roy Firth sang specially for Billy. Right: A few of the eighty staff members and wives present.

Centre Circle—Billy smiles happily after they "took him for a ride," or a

Glimpses of the Party in Billy's Honour

# DADDY OF THEM ALL... BILLY R

## *Western Canada's Senior Eatonian Given Grand Send-Off on Retirement*

William D. (Billy) Russell (Men's Furnishings) who, since 1946 has proudly worn the long-service crown as the oldest employee of the Company in Western Canada (in point of service), retired on March 14 and was given a right royal send-off, the memory of which Billy will treasure for the rest of his days.

It was a fitting tribute to the slender Ontario youth who once resigned his job with Eaton's because his doctor had given him only a few months to live. However, when the great-hearted Sir John Eaton (then Mr. J. C. Eaton) heard about it he sent his personal physician to attend to Billy Russell. As a result of this care and Billy's great courage, today—over four decades after—he's still around and spry as a colt—especially on the dance floor!

### **They Took Him For a Ride**

On his last day at work Billy was given a reception befitting a celebrity. Met at the South Hargrave door before store opening by a big crowd of fellow employees, he was lifted into a gaily decked "chariot" and paraded around the main floor to the strains of a piper (not his national music), while hundreds of Eatonians applauded.

The parade over, Billy was seated in a beautifully decked bower where friends from top management to teen-agers called to wish him all of the best.

### **Dinner, Dance and Presentation**

A bang-up dinner and dance at the new St. Vital Hotel on Saturday night, March 18, was the Men's Furnishings Department's parting salute. Under the direction of Mr. Gerald Pryce, supervisor, and committee, it was an evening of top-flight enjoyment down to the last detail!

Dinner over, Mr. Pryce voiced what was in the hearts of all present. "We are here," said he, "to pay tribute to a man we all admire, one who has the happy faculty of making friends wherever he goes. Billy has reached the time when a man is his own boss—if he's not married' (Editor's aside: Come, come, Mr. Pryce, how would you know?)—when he can come and go when he pleases."

### **"And So to One and All—Good Night."**

During the dance Billy was presented with a nightgown and cap which he insisted on wearing for the rest of the evening. This mid-Victorian-style garment didn't cramp Billy's style one whit. He simply held it up demurely above one ankle and danced on.





Top Row—Left: Bob Gregory adds his tribute. Right: The string trio—Jim Carter, bass viol; Hugh Sinclair, "geetar," and Bryson Murray, piano.

Lower Row—Left: The presentation was made by Billy's warm friend of many years, "Jerry" Cain (right).

Mrs. Cain looks on. Right: Bruce Barnfather had the gals sighing as he crooned like Frankie Lane.

ask him for a ride," or a triumphant parade over the main floor, piper and all!

# BILLY RUSSELL CALLS IT A DAY!

## -Off on Retirement, After Nearly Half a Century With The Company

### "And So to One and All—Good Night."

During the dance Billy was presented with a nightgown and cap which he insisted on wearing for the rest of the evening. This mid-Victorian-style garment didn't cramp Billy's style one whit. He simply held it up demurely above one ankle and danced on.

Speaking of Mr. Russell's conscientious devotion to his work, Mr. Pryce said Billy had joined the Company in March, 1901, or long before many present were born. He had served under four presidents and brought to us some of their attributes; he had been with Eaton's through the growing pains of a small store and on to the great retail organization our Company is today. Billy's long friendship with the late Sir John was touched on, and his great courage which had helped him triumph over ill health. He had a happy disposition, youthful outlook and thoughtfulness for others—truly "... 'The Hills of Enchantment' keep him young," concluded Mr. Pryce quoting the late Sir William Mulock.

Mr. Caine then took over and, on behalf of the gathering, presented Mr. Russell with a "richly lined" and engraved wallet. Other speakers were George Firth, Bob Gregory and Madge Vance. Mr. Firth agreed with the quotation that it is far easier to march up a steep hill without fighting than along a level road with enemies on each side. Environment made up of good friends is beyond price."

"Play ball with the Company," said Mr. Russell in expressing his thanks to all, "and they'll play ball with you." He reminisced of his years with Eaton's since starting with the Fancy Goods at \$2.50 per week. "The management has always been very good to me," said he, "and I hope to continue having a very, very happy life." The evening then swung into dancing and Billy danced every number.

### Credit Lines

A word of appreciation to all who contributed to this memorable event: to the committee, to Ernie Beatty for the decorations of cartoons, spring flowers and balloons lining the banquet hall; to the artists, Jim Carter, Bryson Murray, Hugh Sinclair, Roy Firth, Tom Laidlaw, Arnold Peabody, Desire Belanger, Bruce Barnfather, and to Maurice King for the pictures he took so willingly (if a bit bewildered) with his brother's costly camera; and to Mr. and Mrs. Smith (with whom Billy resides) for their kind assistance.





Top Row—Left: Head table guests were: Miss Edith Pritchard, Mr. B. C. Scrivener, Mr. E. Rogers, chairman; Mr. Fos Johnson, Mrs. B. C. Scrivener, Mr. O. Barker, Miss Eva Bell, Mr. W. N. Neill, Miss Eva Lunney, Mrs. Wally Wakeham, Mr. John Ferguson.

Top Centre—Mrs. B. C. Scrivener, Mr. O. Barker.

Circle—The "One and Only" Fos Johnson.

Other pictures give glimpse of those present to honour a gallant gentleman.



## "Our Friend Fos" Gets Grand Salute!

**Showered With Gifts, Good Wishes and Tributes After 41 Busy, Useful Years With the Company**

Still young in heart, rich in memories of a useful life and beloved by all, Foster Johnson (M.O. Money Returns) retired on February 27 after over 41 years with the Company.

To give "Fos" a send-off befitting one who has given so much of his time to others, the department honoured him with a dinner held at Moore's on the evening of February 27. Mr. Ed Rogers presided.

Over 80 were present and invited guests included our former store superintendent, Mr. B. C. Scrivener and Mrs. Scrivener, life-long friends of Foster's; also Mr. W. N. Neill, head of station E post office.

A beautiful pair of Doulton "Hunting Dog" figurines was presented to Mr. Johnson by Mrs. Scrivener who said that this gift was a token of the high esteem in which he was held by Mr. Scrivener and herself and their friendship of many years.



# Bowling News



## "PIN-BOY CHATTER"

By A. Beavis

If no one else took me seriously last month regarding those "still standing" high records, Division 1 sure did, but mainly at the expense of one man. Your reporter's sympathies are extended to veteran Pat Fellows who lost his high records to not one man but to two or three of them. First to fall was Pat's high three to Ray Leveque's brilliant 917 which was in turn made obsolete by Bob Clarke's 937! Next in line was the high single taken over first by Bill Maskill's 403 and then by Bud Wold's lovely 411.

In the same set, Winnie Nowak's 897 now reigns supreme as girls' high three, and the Winsomes boasted a high single of 1,346 plus a high three of 3,852 which out-shone Jay Dees' 3,329, a record only one week old.

The only other records posted to date have been in Division 7; the Scramblers with a high single of 1,151, and Charlie Whitehead's high single of 350.

\* \* \*

### Divisional Standings As At March 17 Are As Follows:

1. Tom Scott's Scotties are on top by one game over Jack Collett's Jay Dees.
2. Gordon Quinn's Jokers are two games over C. Saunder's Lafalots.
3. Ernie Wall's Skippers are on top by a two-game margin over Zeros and Drivers.
4. Walter Wiggins' Monarchs still have the edge on Bob Stacey's Eagles.
5. Ted Black's Blazers and your reporter's Wal Bees are fighting out a two-game margin tie.
6. Steve Monchak's Wiggetts first, Roy Lowe's Wise Ones next.
7. R. Elleker's Eureka's still the cream of the crop over J. Carson's Vikings.
8. Jack Blythe's Jeeps have taken over with Meteors and Aristocrats close behind.
9. Harvey Way's King Pins have a good gain over N. Henry's second-place Panthers.

MEN		Score	MEN		Score
Bill Adams	.....	814	Ted Black	.....	740
Sig Sigvaldason	....	747	Hugh Duyvejonck	.....	785
Jack Day	.....	741	Jim Torbet	.....	705
Bill Stewart	.....	740	J. Leighton	.....	729
J. Carnegie	.....	744	S. Olson	.....	716
G. Bennett	.....	782	Steve Monchak	....	686
Al Farquhar	.....	711	Bob Shuterove	.....	713
Gord Quinn	.....	758	Charlie Aldous	....	694
Ernie Wall	.....	769	Jim Carson	.....	684
Guy Cancilla	.....	702	George Huntington	.....	746
Gord Nelson	.....	726	Bob Simpson	.....	617
Maurice King	.....	697	Elmer Caven	.....	710
Basil McAlpin	.....	779	Forbes Grassick	....	600
Bob Smith	.....	760	J. Meiklejohn	.....	664
Stan Smith	.....	702	R. Cairns	.....	663
Frank Swonnell	....	701	H. Way	.....	291, 281

GIRLS		Score	GIRLS		Score
Nita Miller	.....	801	Millie Barker	.....	670
Alma Ellison	.....	792	Dot Martin	.....	619
Donna Ducharme	.....	765	Ann Barnickie	.....	668
E. McDougall	.....	747	Marion Stewart	....	638
A. Comack	.....	697	Carol Koslok	.....	627
R. Fraser	.....	664	K. Dorge	.....	627
J. Roscoe	.....	646	Irene Daniels	.....	617
M. Zulkoski	.....	733	M. Mitchell	.....	618
Gladys Morris	.....	699	Eileen Hoski	.....	641
Mrs. Shepard	.....	686	Pat Doyle	.....	621
Ruth Baldwin	.....	653	Beryl Inman	.....	587
B. Greenwood	.....	642	Elsie Craig	.....	645
Noreen Price	.....	734	M. Douglas	.....	692
Ethel Hewitt	.....	656	S. Wagner	.....	604

## "OUR FRIEND FOS" GETS GRAND SALUTE!

(Continued from Page Twenty-Two)

### A Great Friend to All Eatonians

Mr. Scrivener also added a tribute to Foster Johnson's ability and kindness in his various duties. He stressed Foster's long and untiring interest in staff activities and his splendid stewardship of the Sir John Eaton Memorial Fund of which Fos was secretary-treasurer until 1948. On behalf of the staff and friends, Miss Mary Patton then presented Mr. Johnson with a handsome lounging robe.

Responding, Fos had the suspicion of a tear in the corner of his eye as he spoke of the kindness of his friends—and avowed that he would be "sprouting wings" if all the nice things said about him were true.

During the evening a fine program of entertainment was run off, the artists being John Ferguson

and Miss Eileen Jones, vocalists; Harold Jones, piano accordion, and Mrs. Wally Wakeham, accompanist.

Other tributes to Mr. Johnson were expressed by Miss Josie Dirch and Terry Alstone of 113 Department, and Mr. W. N. Neill, Station "E." Each said what was in the hearts of all present—that Fos Johnson had been a real friend and counsellor, one respected for his judgment and loved for his kindness to all.

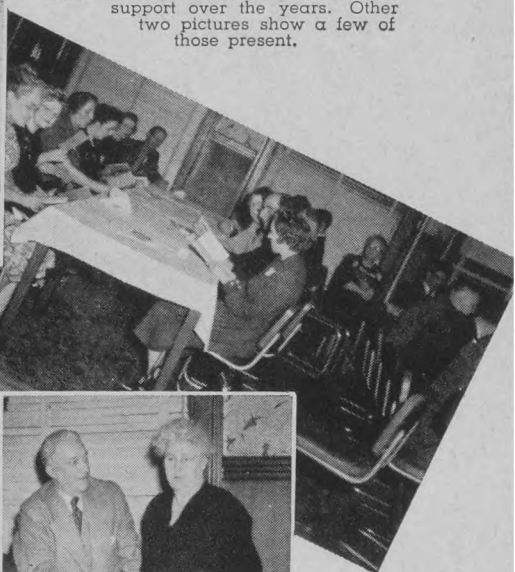
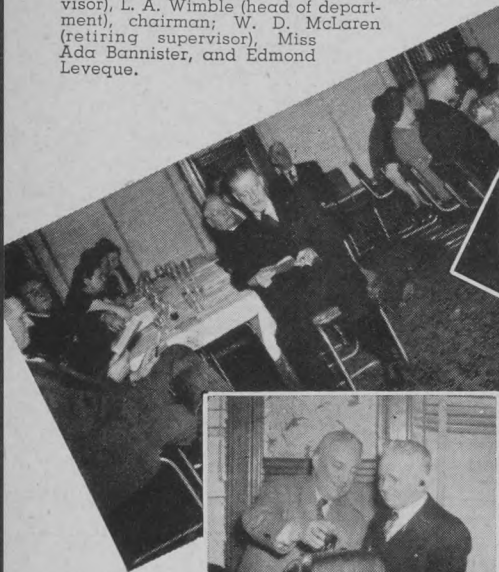
Finally, on the day of his retirement, Mr. Johnson was presented with an exquisitely made Italian figure of "Mare and Colt" as well as numerous individual gifts from admiring friends. So long, Fos—not good-bye—we know you'll be around to see us!



Top Row—Head table: Bert Offer, Oscar Thomas, E. R. Tennant, J. Hughes (supervisor), L. A. Wimble (head of department), chairman; W. D. McLaren (retiring supervisor), Miss Ada Bannister, and Edmond Leveque.



Second Row—In centre picture Mr. McLaren thanks his staff for their splendid support over the years. Other two pictures show a few of those present.



Lower Row—Left: Edmond Leveque (right) is presented with a gladstone bag by Mr. Hughes. Centre: Jack Stocks's robust bass-baritone led the community singing. Jack also delighted with solo numbers. Right: Miss Bannister receives a mantel radio as a parting gift, presented by Mr. Hughes.

## Printing Plant Staff Honours Five Members

It was a bitterly cold night with the temperature threatening to plummet to 40 below, but that didn't faze the hundred and twenty-two members of the Eaton Printing Plant—that big family of craftsmen (who most of us seldom see, but whose work we all use and admire)—from holding a dinner party on Friday evening, February 24, at the Empire Chateau. The event was in honour of five members who were retiring. Each had served the Company for more than three decades, their combined years of service totalling over 156 years:

<b>Mr. W. D. McLaren</b> (supervisor)	<b>30 years' service</b>
<b>Miss Ada Bannister</b>	<b>36 years' service</b>
<b>Oscar Thomas</b>	<b>30 years' service</b>
<b>Bert Offer</b>	<b>30 years' service</b>
<b>Edmond Leveque</b>	<b>30 years' service</b>

Chairman Leonard Wimble handled the controls with that same ease and grace that Leonard always handles printing business when you call him on the phone.

A delicious steak and mushroom dinner was intermingled with a songfest of old favourites led by Jack Stocks, basso profundo (or is it bass baritone, Jack?).

The chairman also welcomed a number of old-timers now retired: Mr. E. R. Tennant, former supervisor; Miss Rhoda Savage, Jack Purdie, Harry Jackson, Robert Patterson, Arnold Boulton, Bert Lane, George Stamp, Tom Whittington, Arthur Farrow, Jim Lavergne, Mrs. Ward and Miss E. Wylde.



### Presentations To Guests of Honour

Tributes were paid to each of the five retiring Eatonians by Mr. Jack Hughes, supervisor. "It is difficult to put into words how we feel about them," said he.

"MISS ADA BANNISTER," said Mr. Hughes, "was always meticulous in her work." Lauding her long and efficient record of 36 years, he added that, despite sickness at home, Ada Bannister had "always come through." He then presented Miss Bannister with a fine mantel radio on behalf of the staff.

"BERT OFFER has been one of our outstanding compositors, noted for his artistic work—a grand fellow to work with—always keeps his temper—always willing to help you out." (Bert's parting gift of a large mirror had been previously presented.)

EDMOND LEVEQUE—"A pressman and one of the best—always on the job and ready to 'carry the ball' splendidly under every circumstance." Mr. Hughes then presented Eddie with a handsome travelling bag.

OSCAR THOMAS is "a champion," declared Mr. Hughes, who spoke of the glowing tribute paid to Oscar and his work by Mr. McLaren before the latter's retirement. (Mr. Thomas's parting gift of a chiffrobe had been presented earlier in the day.)

### "Share the Knowledge"

MR. W. D. McLAREN. "I know how you all feel about him," said Mr. Hughes with a directness and sincerity that brought enthusiastic applause. "Everyone calls him 'Mac'," continued the speaker. "Modest, kindly, he dislikes a fuss; but Mr. McLaren has packed in that frame a lot of experience gained over the American continent," added Mr. Hughes. "He has been associated with sport and various organizations, active in church and community work, and is always willing to carry out the motto of the Craftsmen's Club: 'Share the Knowledge.'" Mr. McLaren was then presented with a copy of the last M.O. catalogue he had helped to complete.

This was suitably bound and also contained pages bearing the autographs of all his staff. In addition, Mr. McLaren was asked to accept a Shaeffer pen and pencil set specially engraved for the occasion.

Prolonged cheers greeted the well-loved "Mac" as he rose to respond. He thanked his staff fervently for their co-operation and friendship over the years, adding that they had always backed him up in an emergency. "I have worked in many places over the continent," concluded Mr. McLaren, "but consider I was more than lucky to have worked with Eaton's."

A program of entertainment ended this memorable evening, the artists being Jack Stocks, vocalist; Fred Lambert and "Oscar," and Stan Campbell in impersonations.

### Representing Three Eaton Stores

Mr. A. Cranston of Winnipeg, Mr. Gerald Gray of Toronto, and Mr. Alex Miller of Montreal, board an American Overseas Airlines Stratocruiser at New York, taking off on January 26 for a ten-week buying tour in Europe. (Photograph: Kostin.)

—Courtesy of "Flash"

### "I Am the Printing Press. . ."

I am the printing press, born of the mother earth.  
My heart is of steel, my limbs are of iron, and my  
fingers are of brass. . . .

. . . I am the voice of today, the herald of tomorrow. I weave into the warp of the past, the woof of the future. . . .

. . . I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do better deeds, and soldiers die. . . .

. . . I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust. I am the printing press.

—Robert (Bob) Davis





PAYABLE WITHOUT CHARGE THROUGH ANY BRANCH OF THE DOMINION BANK IN CANADA

THE T. EATON CO LIMITED  
CANADA

WINNIPEG, MAN.

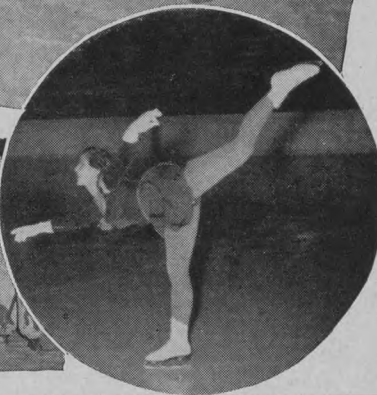
Date FEB 25 50 No. 7164 Pay to the Order of \*\*\* WINNIPEG GENERAL HOSPITAL \*\*\*  
MATERHITY PAVILION \*\*\*  
Amount \$572.70  
\*\*\* FIVE HUNDRED SEVENTY TWO DOLLARS SEVENTY CENTS \*\*\*

TO THE DOMINION BANK  
WINNIPEG, MAN.

T. EATON CO LIMITED

by [Signature]

For  
Description  
of  
Pictures  
See  
Facing  
Page



At right, G. E. (Bucky) Harris, president, Eaton Hockey League, presents a cheque for \$572.70 to Mr. C. D. Hart, manager of the Bank of Montreal and treasurer of the Maternity Pavilion Equipment Drive. Left of Mr. Hart is Mr. A. D. MacDonell, staff and welfare supervisor, and at extreme left, Helgi Johnson, Eaton Hockey League secretary.



## "... And The Greatest of These Is Charity"

### Cheque From Eaton Hockey League Boosts New Maternity Pavilion Equipment Drive

Loyally supported by a big crowd of Eatonians (despite the threat of 40 below zero), our Eaton hockey league presented an exciting, fun-packed program for their annual "Booster Nite," held on Friday evening, February 24, at the Amphitheatre. Net proceeds were in aid of the new maternity pavilion equipment drive of the Winnipeg General Hospital, and the boys are jubilant that the sum of \$572.70 was realized for this worthy cause.

In a fast, close, clean hockey match, the Store all-stars edged out the M.O. all-stars by the narrow margin of one goal or 6-5.

The opening face-off was made by Mr. A. H. Young, M.O. superintendent, and Mr. W. G. B. Dailley, staff superintendent, the puck being dropped by Mr. W. B. Pickard, Store superintendent. Referees were Desire Belanger and "Mac" McAskill. Timekeeper Arthur Morrison (now in his 36th year at the controls) kept track of the few minor penalties.

Between periods the big audience was treated to some delightful fancy skating numbers by these lovely stars of the Winnipeg Winter Club: Frances Abbott, Joan Bergman, Mary Diane Trimble, Rosemary Henderson, Catherine Robinson, Anne Jenkins and Beverley Chase.

#### City Slickers Battle Corn Huskers

The novelty broomball game between the "City Slickers" and the "Mail Order Corn Huskers" was a side-splitting diversion while the battle-weary hockeyists rested. We never did find out who won and it's hardly likely that the broomballers know the score either.

Frankie Thompson's "horse," Gwendolyn, pretty well stole the show. The boys ended up by using her feed pail for a puck before the referees threw up their hands and chased the clowns from the ice. Anyway everybody had a lot of fun.

\* \* \*

#### "A Warm 'Thank You' to All," Say Hockeyists

"To all who supported and assisted so wholeheartedly in this venture and helped to make it the splendid success it was—our hearty thanks! We are delighted that the sum of \$572.70 was realized for such a worthy cause as the new maternity wing of the Winnipeg General Hospital.

"We would like to mention the splendid efforts of Connie Hancock and Ian Wood (Store); Mary Ewing and Dave Mackie (Mail Order), in handling the ticket sale; Doug Thomson and Bob Clarke, coaches for the Store team; Walt Ritchie and Helgi Johnson, coaches for the Mail Order team; Ernie Beattie, Harry Feir, Ken Spence, George Curly and Lorne Cameron, who made up and costumed the broomballers.

"Our deep appreciation also goes to the Winnipeg Winter Club for their co-operation in supplying the artistic skating numbers which contributed so much to the evening's enjoyment. A special thank-you to Mr. T. P. McBryde for his counsel and all-out assistance. And finally, a big 'thank you, fellows,' to all the players, hockey and broomball, for getting behind this splendid event.

"G. E. (Bucky) Harris, president,  
"Helgi Johnson, secretary,  
"Eaton Hockey League."

\* \* \*

#### Description of Pictures on Facing Page

Top Row—Left: Arthur Morrison, timekeeper. Centre: Mary Diane Trimble, fancy skating. Right: Frankie Thompson and "Gwendolyn."

Second Row—Left: "Mac" McAskill, Des Belanger, referees. Centre: Broomballers. Right: Frances Abbott, fancy skating.

Third Row—Left: Frances Abbott. Centre: Bruce Sutherland bundled up for the occasion. Right: "Vikings" (Store)—Back row, J. Fry, D. Thomson (coach), D. Gray, D. Snell, B. Clarke (manager), J. Iverson, S. Delaney, D. McPherson. Front row, V. Stephens, D. Aikins, A. Sellen, S. Morosoff, B. Steen, J. Batey, R. Lardner.

Lower Row—Left: Official face-off—Messrs. A. H. Young, W. G. B. Dailley and W. B. Pickard. Right: "Gremlins" (Mail Order)—Back row, H. Johnson (manager), T. Black (trainer), L. Lemmen, K. Gibson, M. MacDonald, E. Wall (trainer), N. Doyle, T. Creran, J. McLean, Capt. B. Durack, G. Quinn, W. Ritchie (coach). Front row, G. Hamilton, D. Gibson, M. Hetzle, D. Cowlie (stick-boy), J. Stewart, H. Lawson, A. Thornburn (stick-boy), L. Brown.





Top Row—Left: Miss Donna George (right), operator of the Elliott addressing machine, puts a pile of stencils into the holder. At left is her assistant, Miss Evelyn Rodstron, and in the background is Robert Parker, who keeps the machine supplied with ink and paper. Right: Mary Matheson is seen cutting a stencil. The tape coming out of the machine is used as a shock absorber to protect the stencil keys.  
Below—Here is a new stencil ready to use. Notice the notch at the top which is used to keep the stencils all the same way as they go into the addressing machine.

## Rain or Shine, the Mail's On Time— When Eaton's Mailing List Staff Is In Charge

If you have ever dropped into the Mailing List Department on the eighth floor of Eaton's Mail Order building you have no doubt noticed the enormous number of files and the efficient staff handling them.

In these files are the names of Eaton's customers across the west to whom catalogues and fliers are mailed. Each customer's name is on an individual stencil as pictured above, which is used to stamp the address on the catalogue wrapper. The job of sending out the "big book" is no mean task and each issue requires two weeks of steady addressing before it is all in the mails.

The actual addressing is done by an Elliott wrapper addressing machine which stencils the customers' names on wrappers and cuts each to size for the individual catalogue or flier. There are three of these intricate machines, each handled by two competent operators. The machine can turn out 1,000 wrappers every 15 minutes or 20,000 a day, and holds 500 stencils at a time. Besides counting the number of wrappers stencilled, the machines have an extra feature, a "static eliminator" which keeps the paper from sticking together and makes it easier to handle.

Cutting the stencils is also an exacting job which is done by trained operators. The keyboard of the Elliott stencil cutting machine is similar to that on a typewriter except it has only capital letters. Each stencil, besides having the customer's name and address, has a code number which tells the number of persons in each family. This eliminates duplica-

tion of the catalogue in any one home. There are over half a million stencils in the Mailing List files.

### 1,000 Miles of Paper

An enormous amount of paper is used each year to mail out the fall-winter and spring-summer catalogues, the mid-season catalogues and the fliers. *Approximately 1,000 miles of paper are consumed, enough to stretch from Winnipeg to a point beyond Calgary, Alberta. Five tons of paper are used to mail one issue of the general catalogue alone.*

The Mailing List also handles several smaller jobs each month, such as sending out Contacts to retired employees, Company branches and others. This also requires miles of wrapping paper. The staff of the mailing list does a grand job of work which is merely covered in skeleton form here due to limited space. In a future issue we hope to cover other phases of this interesting department.

# The Mail Bag



## BASEMENT

### DINNER HONOURS MR. W. McMILLAN

A retirement dinner honouring Mr. William (Mac) McMillan (in charge of Fruit Packing) was held in the banquet hall at Moore's on Tuesday evening, February 28. Seventy-four were in attendance including Fruit Department staff and their partners.

During the evening, Mr. A. Alexander, supervisor, spoke of Mac's loyalty through the years and for his continuous good spirit even in the face of extreme difficulties. Wishing him a long and happy retirement, Mr. Alexander presented the honour guest with an easy chair and stool on behalf of his associates.

Mac's reply to the presentation was full of humour and his reminiscences of events over the years were received with hearty laughter. Following the presentation, tables were cleared away and the balance of the evening was spent in dancing.

\* \* \*

## SECOND FLOOR

M.O. Packing News

By C. Ridgedale and G. Burton

Miss Aldis Benjaminson came in February 25 sporting a beautiful diamond on that all-important finger. Best wishes, Aldis. The lucky man is Joe Thorlakson.

Our best wishes also to Mary Neculeac who received her diamond recently from Roy Sharmon.

On March 13 Syd Lentle celebrated 30 years with the Company. Congratulations, Syd!

\* \* \*

## THIRD FLOOR

Mail Order Budget Plan News

In honour of Mrs. Vivian Darby a farewell was held at the home of Miss Vioia Black, 75 Hillcrest Avenue, Norwood, on February 23. A very entertaining evening was spent. Thanks for a wonderful time, Vi. Presentation of a table lamp was made from the staff.

Our congratulations go out to the proud and happy parents, Mr. and Mrs. Carson, on the birth of their daughter, Meegan Lynne, at Grace Hospital on February 21.

Spring is here! Ottoline Harman came in on the morning of March 20 with the third finger on the left hand a little heavier than usual; a beautiful diamond. Best of luck, Ottie.

Doreen Emberley left us recently to take up practical nursing. We all wish you the best of luck, Doreen.

Doreen Lockhart is making quite a name for herself in hockey. She was picked for the Manitoba all-star hockey team and played an exhibition game at Devil's Lake, North Dakota. They also played at Moose Jaw. The next play-off game is to take place at the Amphitheatre on April 1. Congratulations, Doreen.



\* \* \*

## FOURTH FLOOR

M.O. Hardware News

The Hardware Department has lost another of its eligible bachelors. George Ostafichuk and Miss Mary Amerchanski were married on February 11 at St. John's Cathedral. The white wedding took place at 2:30 p.m. and a reception was held in the Empire Chateau.

In the absence of Mr. A. F. Harding, head of department, Mr. R. McCormick, assistant, presented George with a set of aluminum ware. Our best wishes are extended to the happy couple.

Best wishes go to Elizabeth Nejedly who came in with a beautiful diamond on that all-important finger. The lucky man is Mr. N. J. Strick.

Everyone was happy to hear that Martha Lanberg, our co-worker, has recovered from her long illness. Best wishes, Martha!

\* \* \*

## FIFTH FLOOR

By D. Hardiman and J. McNiven

Departments 61 and 27 held a party in the West Kildonan Legion Hall in honour of Joe Farmer who retired March 4. A good time was had by all. By the way, who were the two jitterbugs who got so tangled up they fell?

## CONTACTS

We are sorry to hear that Jack Stocks is in General Hospital. We all hope to see you soon, Jack.

We hear that Ronnie Ford is coming along fine and hope to see him soon.

Congratulations are in order for Sam McCallum, 61 Department, and his wife, the former Ada Wells of 61 Department. The McCallums added another daughter, Linda Coleen, eight pounds eight ounces, to their family on March 3. Sam and Ada already have a son, Billy, and a daughter, Maureen.

We also hear that a certain gentleman by the name of J. Carson is walking the floor these nights with his daughter, Dale Lee, who was born last month. Never mind, Jimmy, you can go a long time without sleep, or do you know this by now?

\* \* \*

### SIXTH FLOOR

\*

#### MEN'S CLOTHING HONOURS BOB, TOM AND JIMMY

Plus Some "Believe-It-or-Not's" About Overalls, Gum and Milk

By F. Paget and W. Johnston

In honour of Robert (Bob) Eagar, Thomas (Tom) Coppin and James (Jimmy) Hutchinson who retired March 1, the staff of the M.O. Men's Clothing held a get-together at the Homestead on Thursday, February 9. Mr. E. Dolan was M.C. and gave some very interesting information about the three guests of honour.

After an enjoyable dinner, presentations of club bags were made to the three retiring members by Jack McCay, Tom Bennett and Bill Johnston on behalf of the staff. Mr. Ray Young, who recently joined the Quarter-Century Club, was also honoured.

Mr. E. Martin, supervisor, Mr. H. W. Daly and Mr. F. Parker (M.O. Boys' Clothing) were among the guests and each paid a tribute to the three gentlemen on the eve of their retirement. A few high-lights of their careers while employed by The T. Eaton Company, are:

BOB EAGAR is known as "King of the Overalls in Canada." During his 34 and a half years he has handled about 6,029,100 pairs of overalls, which mean a lot of satisfied customers. He has also the distinction of chewing 60,291 sticks of gum. These are conservative estimates.

TOM COPPIN: For a man who didn't want anything to do with dry goods or clothing, he has proven a very efficient workman in a field with which he did not want to be associated.

JOVIAL JIMMY HUTCHINSON has the reputation of being a very good worker (when you can find him). Jimmy figures he took quite a ribbing this evening on account of drinking milk (which is something different).

They will leave with the very best wishes of the staff for continued health and happiness in their well-earned rest.

\* \* \*

### SEVENTH FLOOR

Departments 10, 11, 46

M. Pariseau and J. Johnston

We wish to congratulate Mr. John Johnston who celebrated his 30 years on Monday, March 13. It was quite a day for Johnny with a regular stream of

Thirty

## CONTACTS' "LIAISON OFFICER"

Clara Greenwood (Mail Order Advertising) has kindly consented to act as Contacts' "liaison officer" in the Mail Order. This means that Clara will be giving departmental reporters a buzz each month reminding them that it's time to shoot along any staff items, chit chat and "what-have-you-for-Contacts-this-month?"



Clara takes over from Mary Ewing who recently transferred to the City Ad. Thanks, Mary, you were a big help!

**Remember, Folks, Won't You, That Contacts' Deadline Is the 17th of Each Month!**

—Ye Editor

callers (majority ladies, of course). The department presented Johnny with silverware. Good luck and best wishes from all your associates.

It's a boy! Congratulations to Earl Benoit who became a proud father of a son on Saturday, March 11.

Glad to see Betty Enander back to work after a week of illness.

Our deepest sympathy to Helen Emslie in the loss of her brother, Mr. Norman Emslie.

\* \* \*

### EIGHTH FLOOR

Department 161—By W. Hamilton and M. Jenkins

Helen Hackland is out with mumps. Hope you'll be better soon, Helen!

Beth Jamieson now has the cast removed from her broken ankle. Glad to hear you're getting along so well.

Phyllis Townsend married Peter Korne on March 4. She was presented with a bedroom lamp and bedspread before leaving the department.

Olive Barney received a diamond from Leonard Williams on March 14. Best wishes.

M.O. Correspondence News—By June de Gagne

"Let's dance," said the 117'ers who attended the office do at the Edgewater Rendezvous March 10. That's just what they did and had a grand time! Of course the party has been the topic subject for the week.

"Always Yours" had her trumpet along and so with the aid of this, heard the music quite well. (It was all shined up, too.) Mr. G. W. Robertson, head of department, M.O. Exchange, and Mr. H. Graham arranged this very successful evening. Thanks for a swell time!

Photographic Workroom News—By B. Hill

We are glad to announce that Betty Mutch is back with us again after her illness. It's nice to have you around, Betty.

Our sincere best wishes go out to Kathy McKinley on her recent engagement. The lucky fellow who is responsible for that gleam in her eye is Johnny Thies.

Cupid's really been busy lately.



But what's this we hear about a certain dark-haired, brown-eyed lady who goes by the name of Veronica? Is she really secretly engaged? If so, how long is she going to keep it that way?

Departments 173, 167, 159

*By D. Balsdon and R. Soutter*

We are pleased to see Olga Witishyn, Grace Bagley, Audrey Hagyard and Mary Sitarz back to work again after being away sick.

Our best wishes to Francis Skinner on her recent engagement to Mr. Gordon Toland.

*By J. Baynes*

Edgewater Gardens, Pembina Highway, was the spot chosen for some fun and dancing by about 150 members of Departments 117, 118, 118A and 119 on Friday, March 10, and everyone agreed the evening was a great success.

Our thanks to Mr. "Robbie" Robinson, Department 119, and all who worked so hard to make the evening a happy one.

We are happy to report all the folks in Departments 118 and 118A who have been on the sick list are back once more. Nice to see you around again!

M. O. Advertising News—*By C. Greenwood*

Happy landings, Mary, in your new job! Your M.O. Advertising "Contactor," Mary Ewing, has left for the City Advertising. On leaving, Mr. W. Gray, supervisor, presented her with a gift from the staff and their very best wishes. We're going to miss you, Mary!

Welcome to Clara Frey, a new member of our staff. Hope you'll be happy with us, Clara.

A presentation was made to Ray Puttaert who left the M.O. Advertising to take up new duties with Department 119. Best of luck, Ray, in your new endeavours.

## BUZZING AROUND THE BUDGET PLAN OFFICE

### Party at Walter Freeman's Home

A group of 20 merry-makers invaded the home of Mr. and Mrs. Walter Freeman on Saturday night, February 18, to honour Mr. Freeman on his new appointment as assistant of the Budget Plan office. A wonderful time was had by all, listening to records from Mr. Freeman's collection of 1,500 ranging from Bach to boogie.

To mark the occasion of Mr. W. M. Williamson's transferring to the General Office after a lengthy service in the Budget Plan, Mr. W. J. Thomson, head of department, presented him with an Italian marble desk set on February 15.

A number of diamonds heralded the approach of spring in the department and the lucky couples are: Isobel McClay and Bert McLoughery, Margaret Stevenson and Roy Smith, Doreen Crook and Reg Dartnell, Ellen Spence and George Dexter, Shirley Johnson and Ray Sych.

The Collection group (20 strong) staged a tally-ho one frosty evening in February. After an hour-long ride, the crowd gathered at the home of Mr. and Mrs. Bob Waddington for refreshments and dancing. Here's to bigger and better tally-hos!

Thirty-One

## NINTH FLOOR

M.O. Hosiery News—*By May Scott*

The girls of the Hosiery Department held a miscellaneous shower at the home of Mrs. Sam Sutter recently in honour of Jean Young. Jean was married February 11 and we wish her lots of happiness. Thanks for the use of your home, Vi!

Congratulations to Warren Bemister on his first-place award in the Grade "A" Bass Solo class in the Musical Festival. He received 314 points.

Candy Factory News—*By Lorna Waite*

The sincere sympathy of the staff is extended to Mr. M. H. Grose on the death of his sister in Toronto.

## PRINTING PLANT PATTERN

*By B. Goulet*

Yes, March 11 was the annual Pressmen's Dance held at the Marlborough Hotel. The grand feature was "Ladies' Night," and was largely attended. Spotlight dances, with prizes for the lucky ones, rounded out a very enjoyable evening.

Our sympathy goes to Jimmy Murray in the loss of his father and brother. Also to H. Poulin in the loss of his brother.

Back to work after recent illnesses are Harold Sinclair, Ernie Query, Tommy Griffiths, Bill Goebell and Susie Yrszty.

## FESTIVAL WINNER

Gilbert Munroe, an Eaton Junior Executive representing West Kildonan Collegiate, was a recent winner in the Manitoba Musical Festival. He placed first in the Concerto Class of the piano competition and was a runner-up in the finals held Saturday evening, March 18. Gilbert is a member of the Boys' Clothing staff.

Top Picture—An informal group at the surprise party for Walter Freeman. From left to right, Margaret Freeman (third floor Health Bar and Mr. Freeman's sister-in-law), Mr. Freeman, Mrs. Freeman and Joan Sneesby.

Lower Picture—The gang at the Freemans's poses for the cameraman.





Top Row—Left: Jack Morrison, president, Eaton Men's Curling Club. Centre: The victorious Allan rink—Bob McCormick, 3rd; Bill Cousins, 2nd; Isaac Kilpatrick, lead, and, wearing his hard-won "crown," Skip Allan. Right: Reg Prynne played a skillful lead for the runners-up. Middle Centre: A tense moment for the fans.

Lower Row—Left: Consolation winners—W. Wilkinson, skip; Phil Dyson, 3rd; J. McLennan, 2nd, and H. Toogood, lead. Centre: McGee Memorial runners-up—J. Johnston, 3rd; G. Agnew, skip; B. Darroch, 2nd; R. Prynne, lead. Right: Consolation runners-up (Ludlow's Carpenter Shop rink)—J. Ludlow, skip; C. Hall, 3rd; W. Kreger, 2nd, and J. Bowman, lead.

## GEORGE ALLAN IS CURLING KING!

### Mail Order Rink Captures McGee Memorial Trophy

After ten days of keenly contested play, the George Allan rink with R. McCormick, third; Bill Cousins, second, and I. Kilpatrick, lead, nosed out George Agnew's bag factory rink to win the store championship. This was the third time the doughty George has had his name engraved on the McGee cup—1927, 1947, 1950.

Runners-up were George Agnew, skip; Jack Johnston, third; B. Darroch, second; Reg Prynne, lead.

The consolation event was won by Billy Wilkinson's Bakeshop quartet: W. Wilkinson, skip; P. Dyson, third; J. McLennan, second; H. Toogood, lead. The runners-up were Ludlow's Carpenter Shop rink with C. Hall, third; W. Kreger, second; J. Bowman, lead.

Other winners in the season's play are:

Club Champion and winner of Group "A" —  
W. McKnight, 229 (of Dominion Brier fame).

Group One "B"—A. Duncan, 141.

Group One "C"—W. Kittson, 270.

Group One "D"—A. McDonald, 261.

Group Two—T. Dickson, 172.

Group Three—H. Claney, 151.

Group Four—W. Hay, 232.

Group Five—A. Duncan, 141.

Group Six—J. Young, 1074.

Group Seven—George Agnew, 1747.

Group Eight—C. Rowland, 257.

Group Nine—Still to be played: E. Moore, 132  
vs. "Casey" Gray, 212.

Night Staff—V. Humbert.

## EATON WOMEN'S GOLF CLUB

FORE! FORE! FORE!

"Spring is just around the corner," is an old saying. Our golfing gals, being very optimistic, believe this and are getting ready for a bang-up season. A business meeting was held on Thursday, March 16, to wind-up the 1949 season and prepare for 1950. At this time a nominating committee was chosen for the purpose of drawing up a new slate of officers for the seasons 1950 and 1951, which was presented at the general meeting for election.

This general meeting was held March 28 and officers were elected. As results were too late for this issue of Contacts, the new slate of officers will be announced in the May issue.

Membership tickets (50 cents each) will be available April 5 to 17. Please procure your tickets between these dates so that all members are listed before the committee makes final plans for the season. Opening Field Day is to be held Wednesday, May 10, at Elmhurst Golf Club.

Come on, gals, let's get an early start to a new Season!

Aye, 'Twill Be a Gr-r-and Nicht!

## The Eaton Men's Curling Club Annual Banquet and Presentation of Prizes

will be held at the

*Royal Alexandra Hotel*

*Tuesday Evening, April 4th*

Tickets, \$2.00—obtainable from members of the Curling Executive

### "Do We Love Our Sergeant Major?"



Contrary to the old refrain of 1914-1918, here's one sergeant major who didn't lack for popularity. Recognize this dashing young soldier? It's Sergt. Major Fos Johnson, Can. Field Artillery, Winnipeg, A.D. 1910—later of Armentieres, Blighty and the "Better 'Ole"—and recently retired.

A bit slimmer in those distant days, perhaps (note that trim waistline—no he's not holding his breath), but he's still our friend, Fos, with a heart as big as a bucket.

Cheerio, Fos, and keep your buttons polished!



### How to LIFT

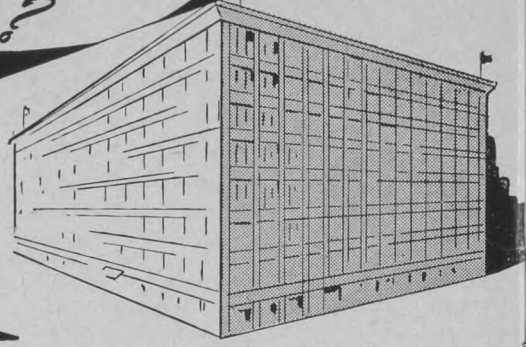
BODY OVER LOAD







*What's going on  
around here?*



## BASEMENT STORE

### Men's Furnishings

Congratulations to Mr. and Mrs. J. Clark on the birth of their daughter, Vicky Adele. The young lady arrived February 15.

Our best wishes and congratulations to Mr. J. Blais who celebrated his 35th anniversary on March 14. A breakfast party was held on his anniversary morn in the Grill Room where he was presented with a club bag. Mrs. Blais received a bouquet of roses. (See write-up on page 5.)

Who is the proud fellow walking around the department these days? Could it be Mr. M. who is now a new granddad of a lovely baby girl?

### MISS MARY EDWARD AND MR. THOMAS CROW HONOURED

Two banquets and a department presentation honoured two retiring members of the Grocery Packing staff, Miss Mary Edward and Mr. Thomas Crow. On their retirement day, Wednesday, March 1, the staff gathered to take part in the presentation of engraved leather wallets which was made by Mr. G. B. Douglass, head of department.

Prior to this a dinner was held at the Homestead for Mary and Tom with table settings for 70. On hand were 14 ex-members of the department. During the evening Miss Edward was presented with a book containing the names of all present and a lovely string of pearls, while Mr. Crow also received a remembrance book and a pipe presented by Chairman Douglass. Best wishes are extended to the popular staff members!

Department associates were sorry to learn that since her retirement Miss Edward broke her kneecap and has been in St. Boniface Hospital. Hope you'll be up and around again soon, Mary!

\* \* \*

## MAIN FLOOR

### Books and Stationery News

Best wishes to Miss Jean Brisson (Magazines) on her recent engagement to Mr. C. A. Haverstick, Jr.

Congratulations to Miss Joan Cameron (Stationery) on her fine showing at the Musical Festival. Joan placed second in the "B" Class Solo just two marks behind the winner.

The brave few who turned out for the toboggan party had a grand time despite the weather which blew its coldest. Wish you could have all been there because we had a marvellous time.

Mr. J. Marshall, of the Assistants' Association, is really on a one-man ticket selling campaign for the Spring Dance, April 12. He's working so hard it seems a shame not to encourage him, so come on, boys and girls, buy your tickets now.

Thirty-Four

Miss Eva Hayward (Novelties) is flashing around pictures of herself with the cup she received from the Softball Association. Not a bad looking cup, Eva!

Best wishes to Miss Patricia Bartlett (Jewellery) who received a lovely engagement ring February 14. (Sorry we missed this out of last Contacts.)

\* \* \*

## SECOND FLOOR

Mr. Bill Walters (Dress Goods) left the department on March 8 to return to Ireland. Mr. P. E. Odell (head of department) made a presentation of a parting gift to Bill on behalf of the management and staff. Good luck and happy landings are wished for you, Bill, and for your wife, from all your friends in the Dress Goods and Patterns.

### News from Women's Shoes

On Saturday evening, March 4, eleven members of the Women's Shoes staff met at the Eaton Curling Club for a spate of skill, sweat and (s)laughter.

That four of them had never curled before made no difference and potentials for the McGee were unearthed. Five of the boys brought their better halves to cheer (and maybe raise an eyebrow).

After the game a social was held. It is hoped this will be but the forerunner of other similar and bigger gatherings by the staff of 238.

\* \* \*

## THIRD FLOOR

\*

### D.A. OFFICE CHATTER

By E. Landsley

Congratulations to Mr. and Mrs. Harold Sander-son upon the arrival of a new son, John David, on March 7. The proud poppa is almost back to normal again and he's doing very nicely. Little Johnny weighed in at seven pounds.

On the morning of March 16, June Hobson came into the office with a twinkle in her eye and a sparkling diamond on her finger. Morris Kellington is the lucky man and the wedding date is set for some time in August.

\*

The staff of the Hardware Department gathered on Saturday, March 18, to bid farewell to one of their members, Mr. Ken Tooth, who is leaving the service. Presentation of a fountain pen was made to Mr. Tooth by Mr. J. E. Thompson, assistant. Good luck in your new job, Ken!

Best wishes to Mr. Jim Thompson who underwent an operation March 20. Hope you'll be up and around again soon!

#### FOURTH FLOOR

The Millinery Department extends sincere sympathy to Mrs. Helen Carter on the death of her father, Mr. Robert Place.

Best wishes to Miss Florence Harding (Sportswear), who left March 20 on her quarter-century holiday. Miss Harding is taking a cruise to the Bahamas. A "bon voyage" party was held in her honour at the home of Miss Doreen Carr on Tuesday evening, March 14. As a going-away gift Miss Harding received a lovely brooch from the girls.

Glad to have Miss Faye Johnston (Sportswear) back after her recent bout with the chicken pox.

Sincere sympathy from the Sportswear Department to Miss Shirley Carter on the recent death of her grandfather, Mr. Robert Place.

Mrs. E. Harold (Junior Dress Department) is back after her recent illness. Glad to see you around again, Mrs. Harold.

#### Beauty Shop News

Mr. Harold Chittick, stylist, is back after six weeks in California where he has been taking an extended course in hair styling. We're glad to have you back, Harold.

Following an extended illness, Mr. Herman Bissette, stylist, is back in the department. Both the staff and his large clientele of customers are happy to have him around again.

It's good to have Mrs. Nell Pierce back following her recent illness.

\* \* \*

#### FIFTH FLOOR

1100 Department News—By Mrs. E. Lavers

Best wishes to Miss Valerie Fabian who received a sparkling diamond recently from Mr. David Chobotruk.

Chris Jones (Cooks' Staff) is pretty proud these days because he is the new father of a baby girl, Karen Christine. Karen arrived at Grace Hospital weighing seven pounds six ounces, and is a sister for Richard, age three years. Mommy, formerly Rose Davidson of the Grill Room, is doing fine.

We are glad to welcome back "Big" Charlie Schmitleitner (chef) who has been on the sick list. Just a little lighter under the belt, Charlie!

We are also glad to see Ann Chambers and Ina Tapola back after their recent illnesses. Sorry to hear that Mrs. Hunter, formerly Ann Greer, underwent a recent eye operation, but glad to hear she is recuperating nicely. Best wishes to Jack Chamberlain (Cooks' Staff) who was operated on for his appendix.

On March 4 a curling wind-up for the department was held at the Valour Road Legion Hall with over 200 guests in attendance. The evening took the form of a dance at which presentation of prizes was made by Mr. John Laing, supervisor. Many stunt prizes were also given out. Mr. George Fox received a box of all-day suckers, Mr. Mel Heidrick, a skipping rope, and Mr. Johnny McLelland, a box of birdseed (which should really help Johnny's whistling at which he is always practising).

Johnny also received a horseshoe back from Johnny Haak after five years. Leo Barber received a set of plastic triplets and Johnny Haak was the recipient of a plastic horn. A very nice get-together!



#### Everybody Sing!

A familiar figure at many Eaton gatherings is Lorne Walsh (Budget Plan) and his piano accordion. When Lorne sends "opry" on his "squeeze box" he also enacts the role with artistic effect.

Best wishes to Miss Tillie Begalke (third floor Coffee Bar) who received a lovely diamond from Mr. Kenneth Malcolm Davies recently.

\* \* \*

#### SIXTH FLOOR

##### GENERAL OFFICE NEWS

By T. Rand

On Monday, March 13, a linen shower was held for Shirley West (Correspondence), a bride-to-be, at the home of Joan Cancilla. On Saturday, March 18, Shirley was united in marriage to Mr. A. Arnason by Rev. P. M. Peturrson.

On behalf of the staff of the General Office, Mr. R. B. T. Whitbread, supervisor, presented Shirley with a lovely pair of rose blankets before leaving. Our best wishes are extended to the happy couple.

Another sparkling diamond appeared on Saturday, March 18, when Marge Blanchard arrived at work. The lucky fellow is Donald MacInnes. Best wishes to you both.

Sorry to have Jeanne La Rocque and Mary Enns still on our sick list. We also welcome back Mr. Brown and all members who have been away ill during the past month.

Boys are in the news as three of our former employees gave birth to sons, namely, Marge Lindsay, Betty Murray and Irene Law. Congratulations to the happy parents.

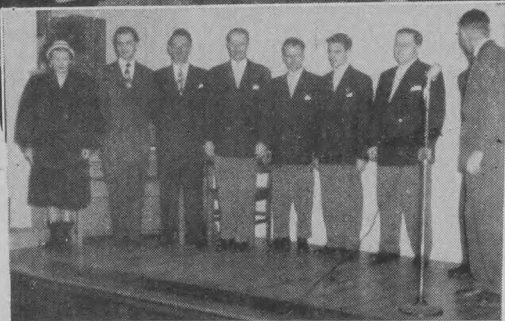
Peggy Porteous has left for her quarter-century holiday. She is on her way to Nassau in the Bahamas, and Miami. Have a good time, Peggy.

We are pleased to see Thelma Westerlund back after her holiday in Mexico.

\* \* \*

#### EIGHTH FLOOR

During the early part of March a presentation was made to Mr. Jack Beaton, artist, City Advertising staff, on his departure for Toronto, where he will take up a position with Eaton's Advertising office there. Mr. M. Sinclair presented Jack with a writing set and the best wishes of his associates on behalf of the assembled staff.



Top Picture—The girls and the fellows enjoy the stage show.

Lower Picture—A line-up of the cast (all Eatonians): Joyce Barnard, Bill Komar, Tommy Laidlaw, the four "Harmony Honers," and Ernie Fletcher. (Jimmy Towne and Fred Lambert are in the wings.)

## A BOUQUET TO THE EATON SORORITY SERVICE

A group of gals from the Beauty Shop and their girl friends, known as the Eaton Sorority Service, have been doing a wonderful job at Deer Lodge Hospital since the end of last October. These girls have held a dance for the Deer Lodge boys every Tuesday night. They not only look after all arrangements, including the dance and a program, but serve refreshments following the social evening. Each week 25 to 30 girls are in attendance.

They have also held concerts for the boys and choose much of their talent from Eaton's staff. Some who have helped out are Bill Komar, Ernie Fletcher, Joyce Barnard, Tommy Laidlaw, Jimmy Towne and Fred Lambert.

Have the boys enjoyed the parties? Well, here in answer are their own comments taken from an article printed about the Sorority Service in the Deer Lodge paper. "The Eaton girls (God bless 'em) arranged one of the most enjoyable evenings of the year—Tuesday the night of the week—thanks for the party night, girls, and all those wonderful Tuesdays previously."

The girls will be completing their activities for the winter season in April. Congratulations to all of you on your fine job.

The Advertising staff also gathered for a farewell presentation to Mrs. Marion Bachman during March. Marion left to take up her duties as a housewife. She received a pearl and rhinestone brooch also presented by Mr. M. Sinclair, supervisor.

\* \* \*

## ELEVATOR UPS AND DOWNS

By Agnes Reese

The Board Room was the scene of another retirement on March 1, when Mr. H. Keeping said farewell to his elevator career. Mr. A. Murray made the presentation of a radio lamp from the men, and the girls gave Mr. Keeping a shirt and tie and Mrs. Keeping a bouquet of roses.

Mr. Murray expressed appreciation of the fine work Mr. Keeping has always done and how he would be missed by so many fellow workers and customers. Mr. Keeping responded by expressing his thanks for fine co-operation he has always had in the department and store.

Again congratulations and best wishes from all of us.

Maisie McMurdie, who has been with us for five and a half years, recently transferred to the Women's Dress Department, fourth floor. On her departure the girls presented her with a travel set. Our best wishes for every success in your new work, Maisie.

Glad to see Joan Osborne back after her recent illness.

Connie Fedora is having a bout of illness. Hope you are well and back soon, Connie.

Greetings and a hearty welcome to the following new members: Dorothy Ethier, Mary Pysar, Mary Chomick and Hazel Weidmarkt. We hope you all have a pleasant stay with us!

Thirty-Six

## CARL RIDD RECEIVES PROFICIENCY AWARD

For Carl Ridd, a former Eaton Junior Executive, the annual University of Manitoba Colour Night was something to remember this year. Carl received the Phi Kappa Pi Memorial Trophy which was presented for the first time in the history of the university. It stands for general proficiency, scholarship, sportsmanship, organization and executive ability.

Carl Ridd represented Gordon Bell school on the Junior Executive in 1946-47. During that time he was employed in the Men's Furnishings Department. He is a fourth-year student at United College and plays basketball for the Bisons, Manitoba champions.

## FORMER EATON JUNIOR COUNCILLOR, EXECUTIVE HONOURED

Honour came to Bob Robertson, a former Eaton Junior Executive, and Audrey Vineberg, former Junior Councillor, during the recent University of Manitoba Science elections. Bob Robertson, who is the son of Mr. R. Robertson, head of department, M.O. Jewellery, was elected senior stick of the Science faculty. He was a member of the executive during 1946-47 and represented West Kildonan Collegiate.

Audrey Vineberg, who was a councillor during 1948-49 and represented St. John's Technical High School, was elected junior lady stick for the Science faculty. She worked in the Record Department while a Junior Councillor.

Another member of the Junior Executive during 1947-48, Dave Steele, who represented Gordon Bell, ran for the presidency of men's athletics, but was defeated.





## Here Comes The Bride

Spring is the time of brides and with April upon us we can be sure that many Eaton girls will soon be marching down the aisle to the strains of the "Wedding March." Here are five who heralded the season with their marriages.

Top Left—MISS PHYLLIS TOWNSEND (M.O. Cash) was married March 4 to Mr. Peter Korne at a private wedding. Before she left the department she was presented with a chenille bedspread, a pair of dresser lamps and two ornaments from her associates. She also received several individual gifts.

Top Right—Holy Trinity Church was the scene of a wedding March 4, when MISS MABEL AVISON (M.O. Jewellery) married Mr. William Purdy. She was presented with a bed throw and linens from the department, Mr. J. Donnett, assistant, doing the honours. She also received many individual gifts.

Lower Left—Mrs. William Turkula was formerly MISS ANGELA CLEARY (Budget Plan) prior to her wedding February 18 at St. Mary's Cathedral. As a wedding gift from her department associates, she received a pair of woollen blankets presented by Mr. W. Freeman, assistant.

Lower Centre—Wedding bells rang for MISS OLIVE BROWN (Research Bureau) on February 25 when her wedding to Mr. William Ross took place at her home, with a reception following at the Fort Garry. As a wedding gift from her associates she received a pair of gold-coloured, all-wool blankets presented by Mr. N. S. Brook, supervisor. Olive, who is a home economics graduate, presided over the Textile section of the Research Bureau for the past seven and a half years.

Lower Right—MISS ANNETTE WITROWITCH (Meat Office) was married to Bill Derkach on Saturday, February 18. She is shown receiving a mantel radio presented by Mr. W. Hodgson, supervisor.



### A MESSAGE TO MINNIE!

"Dear Minnie Barnett: Just a little reminder from Contacts that your many old friends around these parts haven't forgotten you. As we write, 'tis the 17th of March and in fancy we can hear you whistling and singing as you used to do while bustling about your caretaking duties in the basement.

"Many old timers tell that they miss the music of your Ballymena brogue (shure, 'twas so thick yez could cut it with a knife!), and they also miss the warmth of your smile!"

\* \* \*

Minnie Barnett retired in January and was presented with such parting gifts from her admiring fellow workers as a beautiful robe and slippers with a pair of blankets to match. She now lives with her niece, Miss Sara Anderson, daughter of the late William Anderson, former night superintendent.





The "Lily"

# The Homemakers' Page

## A Note About Spring Fashions for 1950

### What Is Dear to the Heart of Any Woman?

Considering that this is April, with spring in the air and the Easter parade not too far off, the answer can only be clothes—fashions of softness and grace to flatter you this spring.

Every woman delights in a new wardrobe especially about this time of year. However, it's not always possible to completely outfit yourself every season, and it's up to your own ingenuity to build on the wardrobe you have. Haven't you found your thoughts turning to your closet with ideas for pepping up your wardrobe.

If you have a nimble finger, you can have a new wardrobe at very little cost, simply by making it yourself. Here are a few fashion tips that will help you plan those all-important clothes for spring.



The "Lily Inverted"

The silhouette for 1950 has found expression in two forms, "the silhouette of the lily" and of the "lily inverted." The first, pictured at left, with its wide-at-top look flowering upward from shorter stem-slim skirts, can be achieved through bloused tops, deeper armholes, rounder shoulders and fuller sleeves.

The "lily inverted" silhouette, pictured at right, appears in the graceful look of soft, full-skirted dresses and coats with gentle flares.

### Colour Sky-High

The sky's the limit for colour this season with most fashion excitement looking skyward for inspiration. Shades have been taken from the changing sun, varying from yellow through gold to orange—from the rosy tones of gentle dawn pink to vivid sunset red—and from night-sky navy touched with starry white. There will also be more prints, more checks and more dots.

Try touching up your dresses, suits and coats with fresh white collars and cuffs. You'll not only find yourself in the height of fashion, but receiving many a compliment for your crisp, trim look.

Fabrics this season are light-weight for dresses and include sheer crepes, pure silks, nylon, chiffon and so on. For suits, milatene and gabardine will continue biggest-in-demand.

### Flowers For Brightness

There will be an avalanche of flowers this spring. You'll find imitation flowers provide a bit of colour on your spring outfits that will give that fresh look you are striving for. Whether at the neck, waist, as a brooch or accenting a scarf, flowers will have new appeal this season. Roses, carnations and violets are most popular.

You'll find, too, that fashion has a dual personality for spring. Whether you choose the crisp trimness of *boyish youth* through fresh white collars, slim pleated skirts and precise little suits, or the gentle feminine *maiden fair* with soft, sweet pastel colours and sheer, filmy fabrics, you will be right in style.

### Millinery For Spring

Everyone knows that a new hat will really put zip into an old costume. This season, fashion is featuring the forward silhouette in hats, the little-boy trend and large hats emphasizing new brim treatments. Asymmetric angles are also new with brims swooping sideways for profile flattery.

Fabric hats are fashion in white pique, tie silk, straw cloth and burlap. Both flower and ribbon trims will be in evidence. Other trims will feature attached scarfs that drape the neckline, whimsical stick-ups and tiny wings.

The new shorter skirts call for prettier shoes. The open toes and open backs are again fashion, and low-cut shells and D'Orsay treatments are popular. Calf will lead the season, with suede still good but less popular than last spring. Reptiles will be in demand and this is a place where matching handbags are most popular. The open-air look is the shoe look of 1950.

### Important Accessories

Accessories are the fashion. Many of spring's newest looks are achieved more effectively and inexpensively by means of accessories. The sleeveless look can be obtained by blousettes. Jewellery plus a scarf, or neckwear plus flowers will accent your costume. The revival of patent will mean that a handbag and belt of patent will give you a new sleek look. The red accent popular for checked suits and dresses or navy costumes can be achieved with handbags, belts and flowers.

The grace of new jewellery in crystal, jet, coral, turquoise and colourful beads chosen with ingenuity for your wardrobe will bring excitement into your clothes.

Handbags are getting bigger and horizontal styling is the thing. Overshoulder bags are going to be very important this spring, while underarm bags are also gaining in popularity. A new handbag in colour to match, highlight or contrast your spring colours, will complete a really smart look for 1950.



## Bluebirds at Kenora

Two bus loads of ski enthusiasts left Moore's bus depot for Kenora. After a slight delay in the journey at Whitemouth, we arrived in Kenora, booked in and proceeded to get some sleep (it says here).

It's surprising how many different ski stories were swapped that night. In any case, the gang finally settled down to prepare for the next day's skiing, only to be awakened by two of the more serious skiers at approximately 6:30 a.m. (How did you sleep, Vic and Ken?)

After a most enjoyable breakfast in the dining room of the Kenricia Hotel, the bus left for the airport. From there we hiked to the valley for skiing.

The first impression of the hill is that it is a long way down. However, in some of our minds this impression was maintained all day long—so we proceeded to the "nursery" slopes where the snow was at least three feet deep.

After quite a bit of skiing, the gang started exploring and came across some very beautiful cross-country tracks. As this was the first visit to Kenora in the winter time for many of us, we believe that this Lake of the Woods district is just as beautiful then as it is in the summer.

After four hours of steady skiing we returned to the clubhouse where we were very much surprised to run into "Jimmy," a tame deer, who amused us with his friendly overtures. We then headed back for the highway where our bus was waiting.

Returning to Kenora, we had dinner and left for Winnipeg, entirely played out.

Congratulations are extended to Gord Wallace and Vic Garbutt for a well-planned and sponsored trip to Kenora. Thanks from the rest of the club, fellows!

—Bob Hale

\* \* \*

### Who's Who in Pictures

Top: "Ski school" at Lockport.

Second: "As one dear to another." (Joyce Lawton is the one you know.)

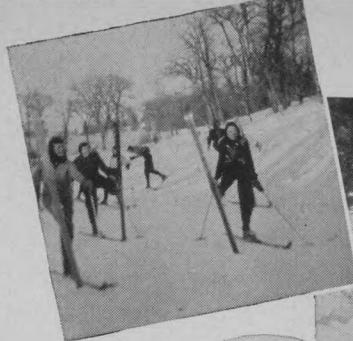
Third: Jim and Bev McPherson.

Fourth: "Snowed under"—Bev McPherson on the "nursery" slope.

Fifth: Vi Glass, Elsie Whitehead and Pat McGowan.

Sixth: Lee Blair, Grace Martin, Deny Allamand and Una McKenzie.

Seventh: Gord Wallace, Doreen Watson, Bev McPherson and Bob Hale.





# CONTACTS

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No. 3

Editor: W. E. C. HURLBURT  
City Advertising



## "LETTERS OF CREDIT"

(Continued from Page Fifteen)

### Driver's Road Courtesy

**A salute to driver George King for lending a helping hand in an emergency.**

This letter comes from the works manager of Canadian Industries, Explosives Division.

"I would like to express my appreciation for the help rendered by the driver of your truck T-297 on Wednesday, March 1, at 3 p.m. My car was in difficulty on one of the driveways at the University of Manitoba and your driver very kindly pulled it back on the road, using my tow-chain. He refused to accept any monetary reward, although pressed to do so.

"Will you kindly thank him for his courtesy."

\* \* \*

### Curtain Call For Miss MacGregor!

"I should like to express my appreciation of the interested and courteous services of Miss MacGregor of the Women's Dress Department in your firm. It is always to me a pleasure to have her serve me, and I feel it a privilege to set these words on paper."

\*\*\*\*\*

### A D.A. customer writes from Sturgeon Creek:

"I would like to forward a few lines of appreciation to your splendid service and co-operation.

"Unfortunately, on Christmas Day I broke my leg and, of course, have been shut in since.

"You people and my phone have been wonderfully helpful, especially your driver on this route, Mr. V. Savaria. He has been very thoughtful and considerate, nothing being too much trouble."

**Well done, driver Savaria!**

\* \* \*

**Here's a bouquet for Men's Clothing, M.O., from the Speedy Delivery Service, Kelowna, B.C.**

"I would like to thank you for your excellent service in supplying the made-to-measure leather jacket as ordered by me for my son.

"For style and comfort go hand-in-hand to make this garment an absolutely satisfactory bargain. With commendable service thrown in."

## Easter "Bunnies"

(See Outside Back Cover)

Top row: A—Timothy Donald Weir is the son of Mr. T. Weir (M.O. Furniture). B—This young lady is Linda Kay, the tiny daughter of Mr. Ken Merrett (M.O. Sportswear). Her grandpa is Mr. Jack Merrett (head of department, M.O. Complaints). C—Mr. Marcel Johnson (M.O. Furniture) is very proud of this smiling youngster because it is his son, John Marcel.

Second row: D—This is the three-month-old son of Mr. Jim Aikman (M.O. Furniture) and his name is Stuart James. Mommy was the former Dorothy Trute, also of the M.O. Furniture. E—All dressed up in his best suit is Stuart Allan, two-year-old son of Mr. W. Allan (M.O. Men's Furnishings). F—This stout fella is Barry Graham, six-months-old son of Mr. Herb Graham (assistant, M.O. Complaints).

Third row: G—Mr. W. Quayle (M.O. Men's Furnishings) is the doting granddaddy of this little miss, Leslie Ann Quayle, age two and a half years. H—Janet and Ian are the names of these two tots, the children of Mr. R. J. Brown (M.O. Furniture). J—Milton Black is the five-and-a-half-months-old son of Mr. J. Black (M.O. Men's Furnishings).

Lower row: K—Frank Boal (assistant, Boys' Clothing) is the father of this little "cowgirl" and "cowboy," Patricia, 5, and Gordon, 2. L—These are the three children of Mr. Clyde McConnell (Boys' Clothing), Ruth, 3, David, 11, Robert, 10. M—The two older Boal children are Ronald, 8, and Frank Jr., 11, also decked out in the western finery.



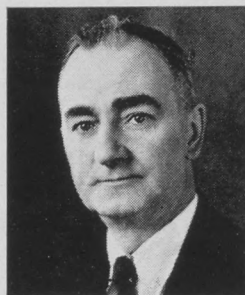
## **In Memoriam**

### **JAMES LANG**

James (Scotty) Lang passed away on Thursday, March 16, after an illness of several weeks. He was 61 years of age and a member of the Freight Packing staff for over 34 years.

"Scotty," as he was popularly known, came from Selkirk, Scotland. Quiet-mannered and gentlemanly, he was a splendid worker—loyal, conscientious and skilled in his duties—"Truly one of the best," said a close associate.

Mr. Lang is survived by his widow in Winnipeg and three brothers in Scotland. To them is extended our deepest sympathy.



### **WILLIAM R. PLACE**

A member of our Nightwatchmen's staff for thirty years, William Robert Place passed away on March 5. Mr. Place, who was 70 years of age, joined Eaton's in December, 1911, and retired in July, 1943.

Born in London, England, he was a veteran of the Boer War and also the first World War. In the latter he lost a leg while fighting with the gallant 43rd.

Mr. Place is survived by three sons, Frederick, Robert and Daniel; two daughters, Helen (Mrs. Carter), Millinery; Mildred (Mrs. Biggerstaffe) and a granddaughter, Shirley Carter (Sportswear). To them goes our sincere sympathy.

### **WILLIAM ALEXANDER**

Word comes from the east of the death of Mr. William Alexander, a former member of the Meat Department. Bill, who was twenty years with Eaton's, retired on June 16, last, and returned to his old home in Listowel, Ont.

Mr. Alexander will be remembered by Eatonians and customers alike for his sunny smile and friendly, obliging manner. In his earlier years he was an all-round athlete and was particularly proud of winning the Eaton horseshoe pitching championship.

He is survived by his widow who, as a graduate nurse attended the late Sir John Eaton on various occasions, and to whom goes our deepest sympathy.

### **Sincere sympathy is extended to the following Eatonians whose lives have recently been saddened by the loss of a member of their family**

#### **In the Loss of a Mother**

MR. M. HAWRYLYSHYN  
(M.O. Exchange)  
MRS. H. CONNERY (Lunchroom Staff)  
MR. J. G. MOORE (M.O. Packing)  
MISS E. YOUNG (M.O. Exchange)  
MR. F. HORNE (Delivery)

#### **In the Loss of a Sister**

Mrs. J. LACOMY (Hardware)  
MR. M. GROSS (Candy Factory)

#### **In the Loss of a Brother**

MR. J. MURRAY (Printing Plant)  
MR. H. POULIN (Printing Plant)  
MR. T. P. McBRIDE (Welfare Office)

#### **In the Loss of a Father**

MRS. E. HARRISON (M.O. Staples)  
MISS C. POPE (M.O. Copying)  
MISS V. SZADORSKI (M.O. Packing)  
MISS V. VICKNER (Lunchroom Staff)  
MRS. A. HUGHES

(Economy Self-Serve Garments)  
MR. J. MURRAY (Printing Plant)  
MR. J. KOMARNICKY (Maintenance)  
MRS. H. CARTER (Millinery)  
MR. J. HARDER (Printing Plant)  
MR. G. RESCH (Electric Washers)

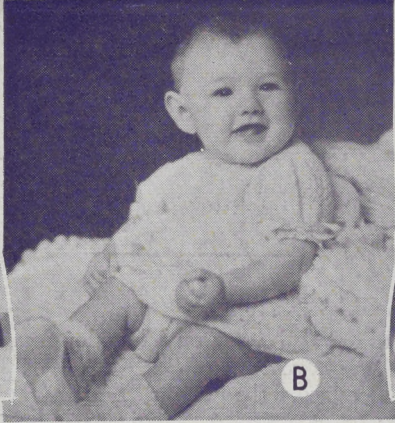
#### **In the Loss of a Step-Father**

MISS B. AMELL (Children's Shoes)  
MR. W. E. C. HURLBURT (Contacts)

#### **In the Loss of Her Husband**

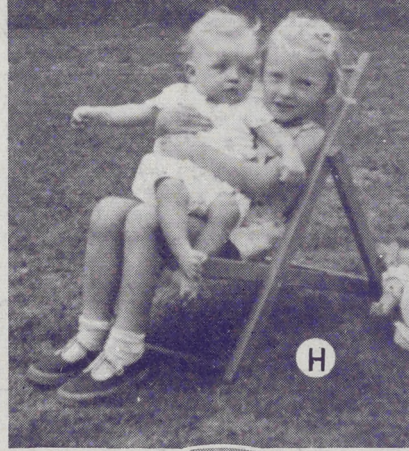
MRS. BROWN (Lunchroom Staff)      MRS. M. ENTWISTLE (Lunchroom Staff)





# EASTER "BUNNIES"

(See Page Forty)



THE T. EATON CO. LIMITED  
WINNIPEG CANADA



# ATTENTION HOBBYISTS!

*Last Chance To Get Your Entry Card In Will Be*

**MONDAY, APRIL 10th**

*for the*

## **EATON EMPLOYEES' HOBBY SHOW**



*To Be Held June 16 - 24 in Assembly Hall, 7th Floor Store*



A welcome opportunity for all busy fingers — whether you're a Fancywork "Fanatic," Amateur Artist, Woodworking Wonder or Collection Connoisseur.

OPEN TO ALL EATONIANS, REGULAR  
STAFF, EXTRA HELP OR RETIRED.

**20 Classes**

**77 Prizes**

Exhibits to be brought in on Monday, June 12, or forenoon of June 13.

Entry Cards available at Contacts' office, 8th floor store, or  
Mail Order Operating.

# **EATON'S**

## **Company-Wide Suggestion Contest**

### **for 1949**

The Judges' Committee met to give consideration to suggestions submitted in the 1949 Employees' Company-Wide Contest. The committee now has great pleasure in announcing the prize winners:

## **PRIZE WINNERS**

**First Prize . . . . \$500.00**

MR. WILLIAM JESSE (Auto Delivery), MONTREAL

A suggestion for the reduction of complaints from customers in the Grocery and Fruit Departments.

**Second Prize . . . . \$300.00**

MR. BRYAN HILL (Department 1764), WINNIPEG

A suggestion to improve the operation of the new Eastman print processing machine for photographs.

**Third Prize . . . . \$200.00**

MR. A. G. LEWIS (Department 1611), TORONTO

A suggestion for an improved ball bearing tool holder for shaper machine.

**Fourth Prize . . . . \$100.00**

MR. W. H. COLPITTS (Department 48), MONCTON

A suggestion for the improvement of the buff stocktaking cards.

**Fifth Prize . . . . \$100.00**

MR. A. A. FARQUHAR (Department 1745M), WINNIPEG

A suggestion that the envelopes supplied by the Post Office for mailing C.O.D. collections should have the address printed on the envelope at the time they are manufactured.

**Sixth Prize . . . . \$100.00**

MR. WILLIAM THOMPSON (Inspector's Office), TORONTO

A suggestion of a system for housewares during large sales such as Trans-Canada.

**Seventh Prize . . . . \$100.00**

MR. M. R. MacLAREN (M.O. Budget Plan Office), TORONTO

A suggestion to save space in the M.O. Budget Plan Office.

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The Judges' Committee wishes to thank all members of the Eaton staff who entered suggestions in the Company-Wide Suggestion Contest for 1949.